

MAD^{IND}®

November 1996
No. 351

\$2.50 Cheap!
Canada \$3.50



Tis the season to waste money!

FA FA FA FA FA — FA FA FA FA!



MAD's real dumb and not too funny!

FA FA FA FA FA — FA FA FA FA!

Most will find it quite unpleasant!

FA FA FA FA FA — FA FA FA!



Screw 'em all, it's a cheap present!

FA FA FA FA FA — FA FA FA FA!

GIVE A 12-ISSUE GIFT SUBSCRIPTION
FOR JUST \$22 (CHEAP)!

GIVE A SECOND

12-ISSUE GIFT SUBSCRIPTION
FOR JUST \$18 (REAL CHEAP)!

CALL 1-800-4-MAD-MAG

(For U.S.A. and Canadian Orders Only!)

OR USE THIS POSTPAID CARD TO GET YOUR MAD GIFT SUBSCRIPTION ROLLING!



IF POSTPAID CARD IS MISSING WRITE TO:
MAD P.O. BOX 52345, BOULDER CO 80322-2345



CRASH!



LETTERS AND TOMATOES DEPARTMENT: Random Samplings of Reader Mail...2



THE BIRDBRAINS OF ALCATRAZ DEPARTMENT: "The Crock" (A MAD Movie Satire)...4



THE POT SHOT HEARD 'ROUND THE WORLD DEPARTMENT: MAD Salutes Baseball Then and Now...9



NICOTEENY BOPPERS DEPARTMENT: The Tobacco Industry's Secret Marketing Plans for Attracting Young Smokers...10



WE BRING YOU FLEETINGS DEPARTMENT: The ABC's of 15 Minutes of Fame...13



JOKE AND DAGGER DEPARTMENT: Spy Vs. Spy...18



RAT-TAT-TAT-TAT

HUMP ROAST DEPARTMENT: "The Hunchback and Note the Dame" (Another MAD Movie Satire) ...20



NOVEMBER
1996

MAD

NUMBER
351

"In retrospect it becomes clear that hindsight is definitely overrated."
— Alfred B. Neuman

MATTEL IT LIKE IT IS DEPARTMENT: New Toys That Prepare Kids for Their Crummy Job Futures...26



GIRLS!
GIRLS!
GIRLS!

SERGE-IN GENERAL DEPARTMENT: A MAD Look at Halloween...28



BERG'S-EYE VIEW DEPARTMENT: The Lighter Side of...32

PUT A GRID ON IT DEPARTMENT: MAD's Futile Flowcharts...37

PLISH

NEW KID ON THE CHOPPING BLOCK DEPARTMENT: Guess Who Has No Seniority!...40



WITLESS PROTECTION PROGRAM DEPARTMENT: "Disgracer" (Yet Another MAD Movie Satire)...42

TALES FROM THE DUCK SIDE DEPARTMENT: The Exquisite Exorcism Experience...48



MARGINAL THINKING DEPARTMENT: "Drawn Out Dramas" by Sergio Aragonés...Various Places Around the Magazine

BORDER LINERS DEPARTMENT: "It's a Moot Point" by Desmond Devlin...Various Places Around the Magazine

FRONT COVER ARTIST: MARK FREDERICKSON
BACK COVER ARTIST: RICHARD WILLIAMS

FRONT COVER WRITER: SERGIO ARAGONES
BACK COVER WRITER: MIKE SNIDER



FAX MAD AT (212) 506-4848

TOMATOES DEPARTMENT

THE DOCTOR IS IN

Despite the fact that I have been an avid reader of MAD since I was a mere sprout, I have managed not only to get an Electrical Engineering degree, but a job as well! I work at MCNC in the Research Triangle Park, where we do production prototyping and contract research and development for the semiconductor industry. I enclose a photo of myself reading an issue of your magazine in full cleanroom garb in our Class 10 silicon wafer fabrication facility.

Dr. Dev Palmer
Durham, NC



Dr. Dev —Thanks for the photo of you in your cool outfit. Virginal white...how appropriate, geek! Thanks for writing! —Ed.

GRRRL TALK

I love your magazine and everything, but I couldn't help but notice a mistake. In "MAD Visits This Year's Blahblahpaloser" in MAD #347, writer Desmond Devlin tells about who puts the groups of people together at a concert. Among those listed he writes *riot grrls*. The grrls in the riot grrls has three r's. Like I said, I love your magazine and understand the number of r's gets confusing, but as an admirer of the riot grrls, I had to point that out.

Justine Yeager
Clarks Summit, PA

Justy — Okay! You want three r's, we'll give you three r's — Your letter was Really, Really, REALLY lame! Satisfied? —Ed.

MAD MUMBLINGS@aol.com

Late at night I find great pleasure peeling potatoes. — WERR...That one priest who talks through his mouth kicks! — LINTENKJIN...Did you know that I like biscuits? That's why my screen name is TheBiscuit. — TheBiscuit...I have new socks. — RJaisle...@#%&! Oh, I had the Shift button on? — PJH1984...I think, therefore Miami. — WestTR3... Have you ever noticed that Grimace from McDonald's is like a big, underdeveloped Barney? — YACSN...Is Alfred married? If not, I'd like to suggest myself. — Antidae...A can of spam and a spoon; what else could a person want?!!!! — LaxSki

Thank you for purchasing issue #351 of MAD magazine. It is one of the finest, most sophisticated humor products available today. We hope that you will find it to be safe and enjoyable and offer you years of trouble-free laughter. In the unfortunate and unlikely event that your magazine does malfunction, we are happy to provide the following product information to you.

TROUBLESHOOTING GUIDE FOR THIS ISSUE

Problem	Correction
Unable to see magazine.	If you are reading magazine in winter months, turn ski mask so it faces opposite direction. If problem persists, check to make sure eyes are open.
Pages are sealed shut; magazine will not open.	You are holding unit upside-down. Rotate it so stapled side is on your left.
Gap-Toothed boy on cover sending coded messages directing me to "go yonder and bring me the thumbs of John Tesh."	Adjust your medication.
Fold-In is confusing.	You have folded up-down. Undo and refold side-side.
Fold-In is understandable but not funny.	This is a feature of Fold-In; no correction required.
Scented cologne insert was very faint and undetectable.	You have rubbed subscription card against your body; fill out with pen and mail now. (Remember to enclose check.)
Printing error has removed all words from certain panels.	This is an intentional design feature. "A MAD Look At..." is a series of visual pantomime gags by Sergio Aragones.
Did not find any humor in "spoof" about irregularity...	You are reading <i>Modern Maturity</i> , not MAD; return to newsstand and purchase publication one to the left on magazine rack.
Unit seems to "conk out" for brief periods.	You are up to Dave Berg's "Lighter Side" feature; no correction possible.
Unit repeats same tired joke over and over.	Turn page.

INSPECTED BY: DESMOND DEVLIN

Please Address All Correspondence To: MAD, Dept. 351, 1700 Broadway, N.Y., N.Y. 10019.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! Have a computer? Got a modem? Get a FREE DC Comics Online starter kit (featuring MAD online plus 10 FREE hours!) by calling 1-800-203-2600!

THE BIRDBRAINS OF ALCATRAZ DEPT.

You were probably expecting an intro here, huh? Ha! Thanks to recent budget cuts, we can't even afford good jokes, much less an intro! So we'll just let the characters speak for themselves...

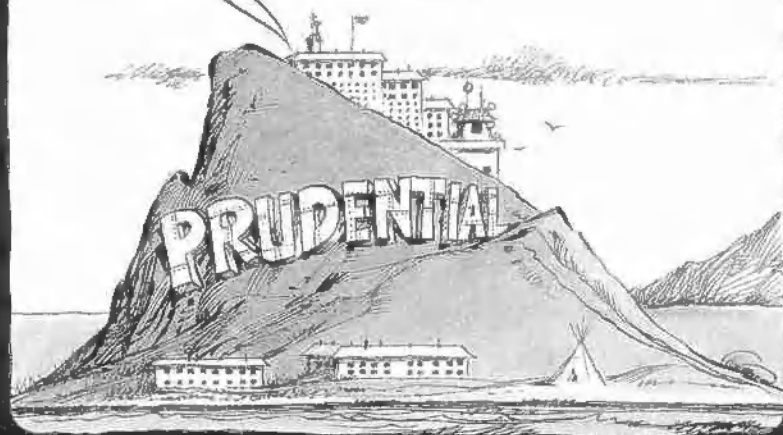


I'm going to avenge the injustice the government did to the 100 men I led in secret operations in 'Nam and the Gulf War! To right this wrong I'm going to hit San Francisco with poison gas from Alcatraz unless the U.S. hands over \$100,000,000 to the next of kin! Killing 70,000 people to avenge 100 makes sense to me, because as a 25-year career Marine officer, I've always been paid to fight, not to think!

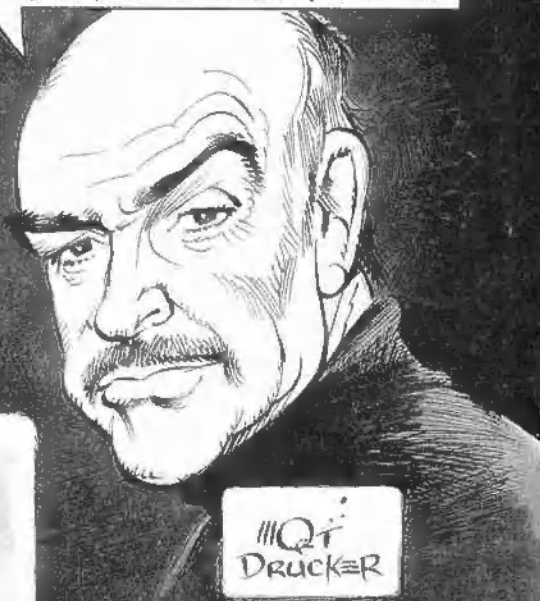
If he's such a great military man, how come on one little island in San Francisco Bay he can't find a 60-year-old fart who's been in prison for 30 years dragging around an out-of-shape geeky chemist?



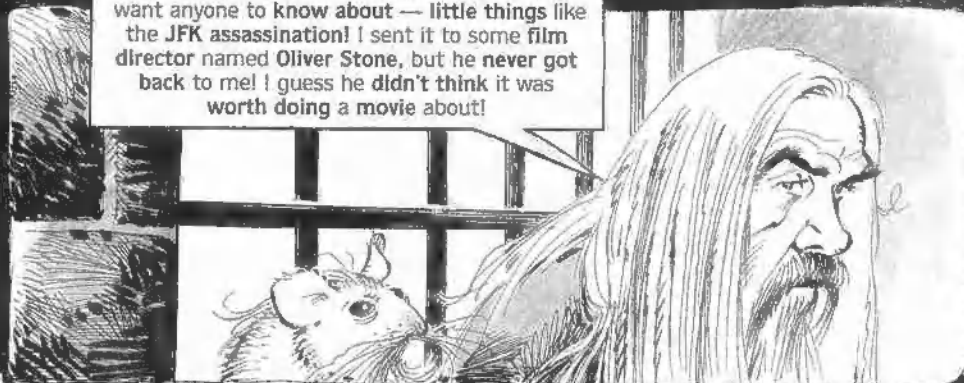
I'm the only man who ever escaped from Alcatraz, so I'm familiar with the layout! And this is the first time I ever felt safe bending over in this shower room!



Wonder how I look so good and sound so smart after being locked up in prison for 30 years? Since people in prison have all the time in the world, unlike you schmucks who work for a living, I spent my days working out and reading great literature, philosophy and astrophysics! Since it cost the government a small fortune to keep me in prison, it would have been cheaper if they had given me a scholarship to Harvard!



I was sent to prison and became a "non-person" because I stole the microfilm from the FBI that has all the secrets the government doesn't want anyone to know about — little things like the JFK assassination! I sent it to some film director named Oliver Stone, but he never got back to me! I guess he didn't think it was worth doing a movie about!



MQT
DRUCKER

Men, let me remind you that we're up against three very, very tough adversaries here!

You mean the U.S. Army, Navy and Air Force?

I mean the other big summer films — *Eraser*, *Independence Day* and *The Hunchback of Notre Dame*!

We have to steal the poison gas, but I hate shooting fellow soldiers who are guarding it!

That's why I thought of using the stun guns — so we wouldn't kill anybody!

I wish you would have told US about that, sir, since WE'RE the ones doing all the shooting! But I guess that hammers home your point about being paid to fight, not to think!



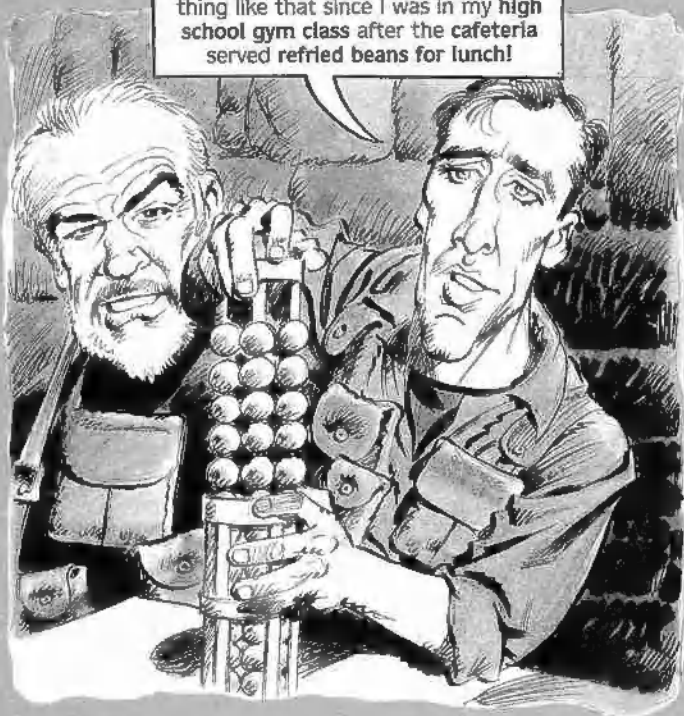
THE DOCK

WRITER: STAN HART



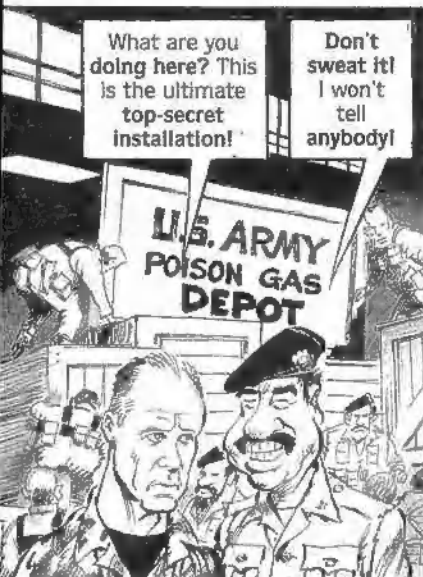
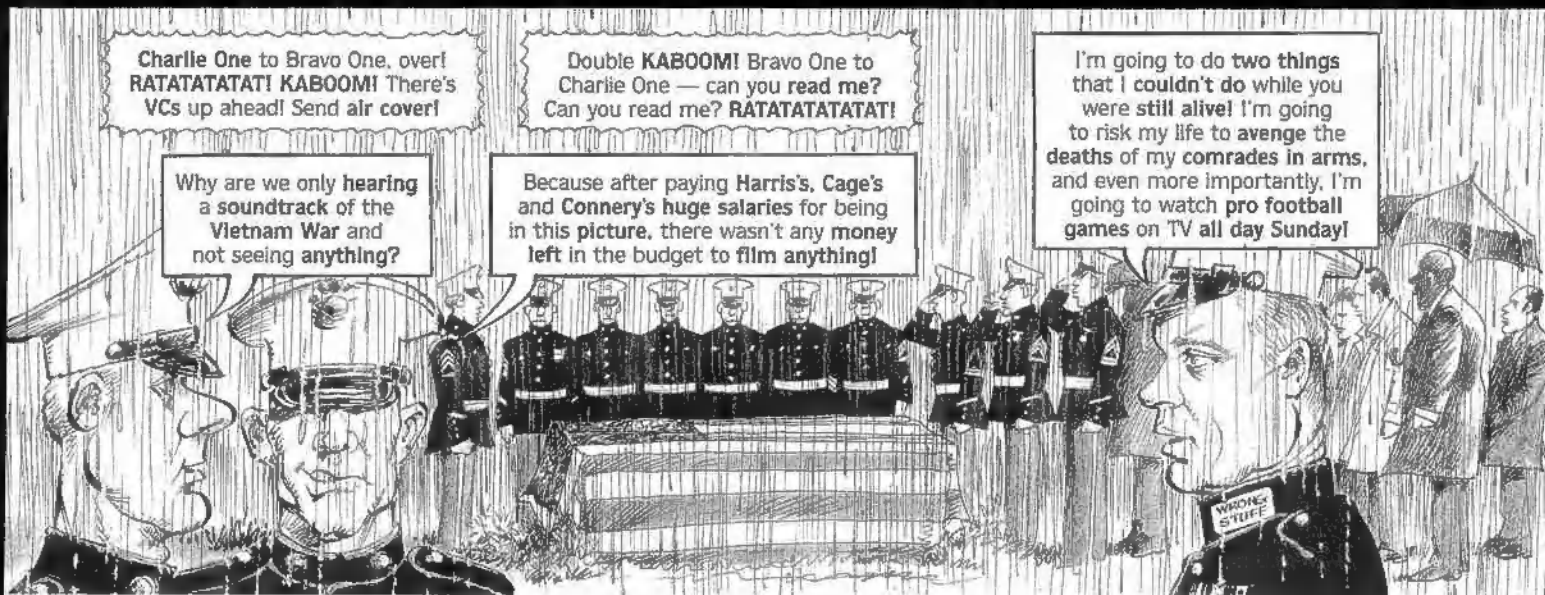
I spent four years in college, three years in grad school and two years at the FBI Academy! And none of it prepared me for that crazy old nut case to your left! Not only does he claim he was once a British agent with a license to kill, but he also says he spent some time as a dragon!

This gas can kill everyone in a room in seconds! I haven't experienced anything like that since I was in my high school gym class after the cafeteria served refried beans for lunch!



I was sent along on this mission because I'm an expert on poison gas and I have the reputation of being the most dependable and careful operator the department has! Actually, I'm not really as careful as they think! If I were, my girlfriend wouldn't be pregnant!



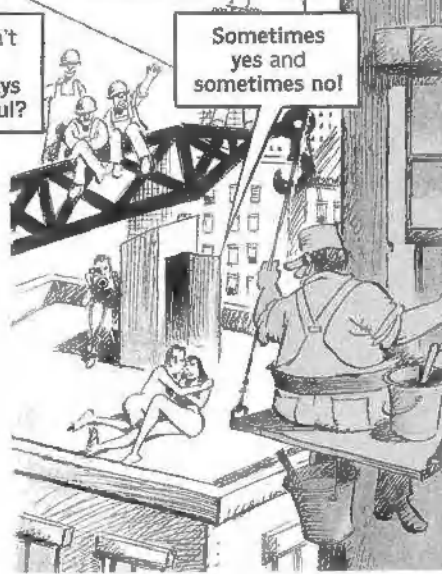




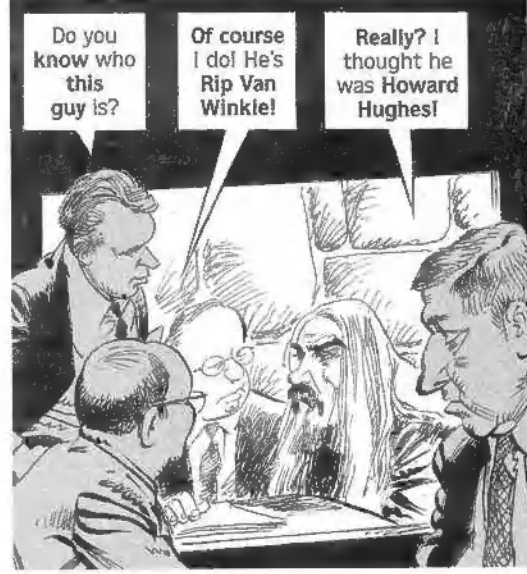
I have to go to San Francisco on some dangerous FBI business!

Please be carefull

Aren't I always careful?



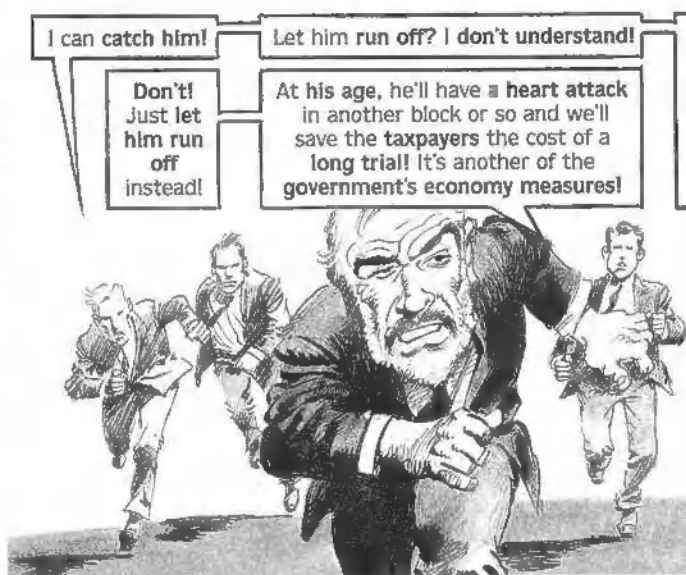
Sometimes yes and sometimes no!



Do you know who this guy is?

Of course I do! He's Rip Van Winkle!

Really? I thought he was Howard Hughes!



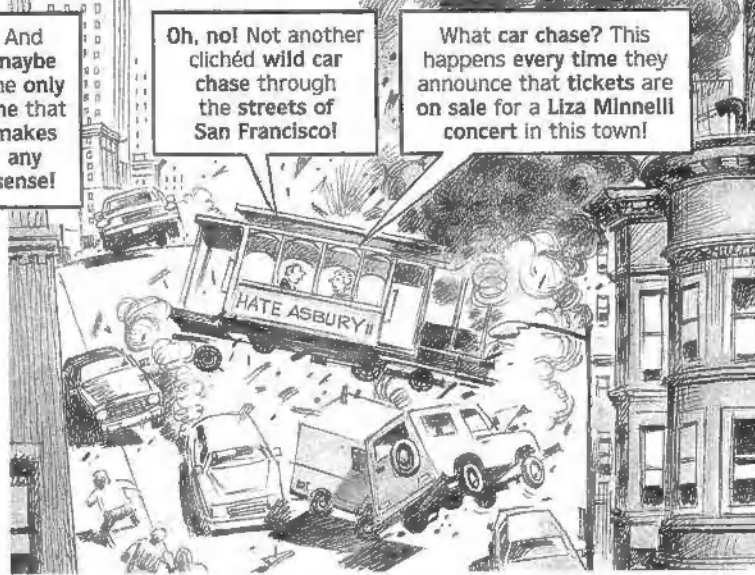
I can catch him!

Let him run off? I don't understand!

Don't! Just let him run off instead!

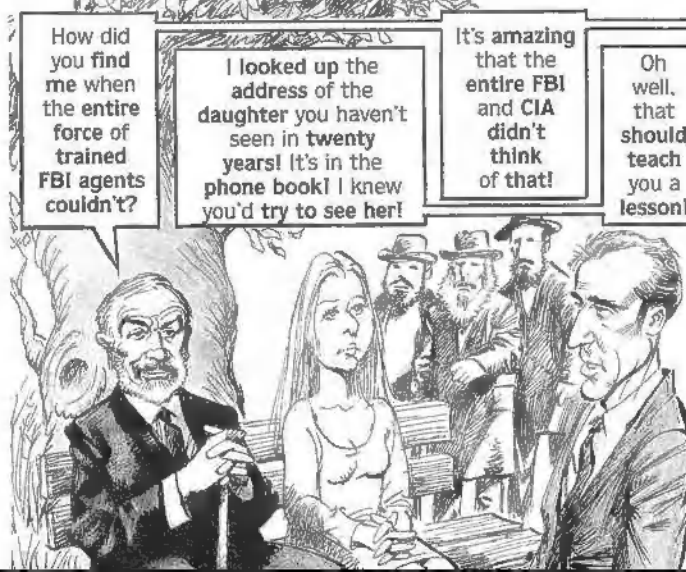
At his age, he'll have a heart attack in another block or so and we'll save the taxpayers the cost of a long trial! It's another of the government's economy measures!

And maybe the only one that makes any sense!



Oh, no! Not another clichéd wild car chase through the streets of San Francisco!

What car chase? This happens every time they announce that tickets are on sale for a Liza Minnelli concert in this town!



How did you find me when the entire force of trained FBI agents couldn't?

I looked up the address of the daughter you haven't seen in twenty years! It's in the phone book! I knew you'd try to see her!

It's amazing that the entire FBI and CIA didn't think of that!

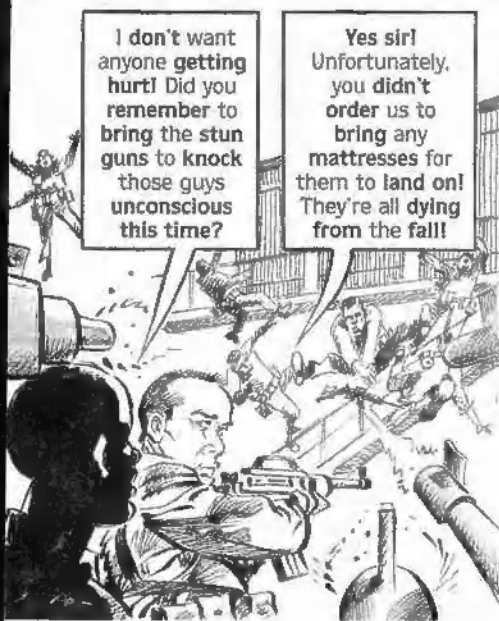
Oh well, that should teach you a lesson!

To have an un-listed number?

To screw family reunions!

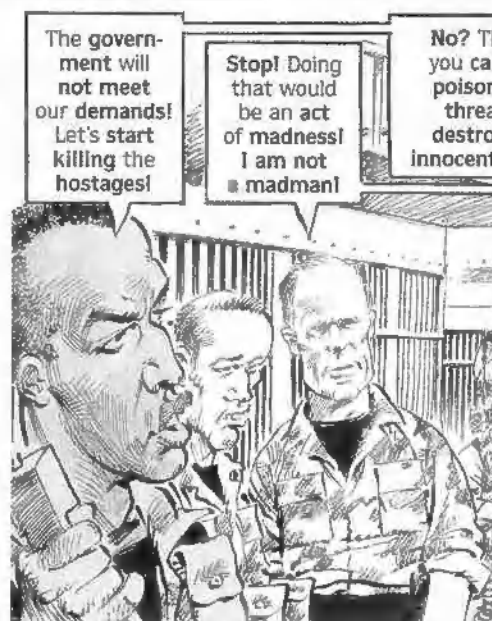
They've successfully broken into Alcatraz and are transmitting TV pictures back to us!

This is great! If they get out alive, we can send them to break into the Super Bowl, the Final Four and the Stanley Cup Playoffs! I hate watching those games in crowded sports bars!



I don't want anyone getting hurt! Did you remember to bring the stun guns to knock those guys unconscious this time?

Yes sir! Unfortunately, you didn't order us to bring any mattresses for them to land on! They're all dying from the fall!



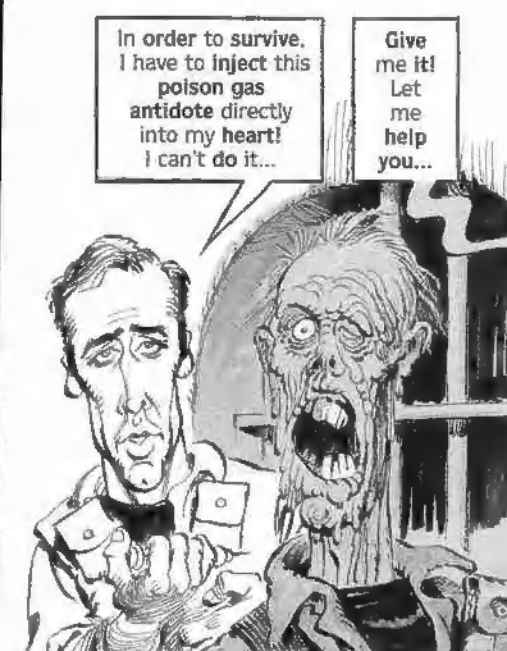
The government will not meet our demands! Let's start killing the hostages!

Stop! Doing that would be an act of madness! I am not a madman!

No? Then just what WOULD you call someone who steals poison gas and rockets and threatens to use them to destroy an entire city full of innocent people — Mr. Rogers?

It was all just a big bluff!

Oh yeah? Try telling that to those dead guys over there!



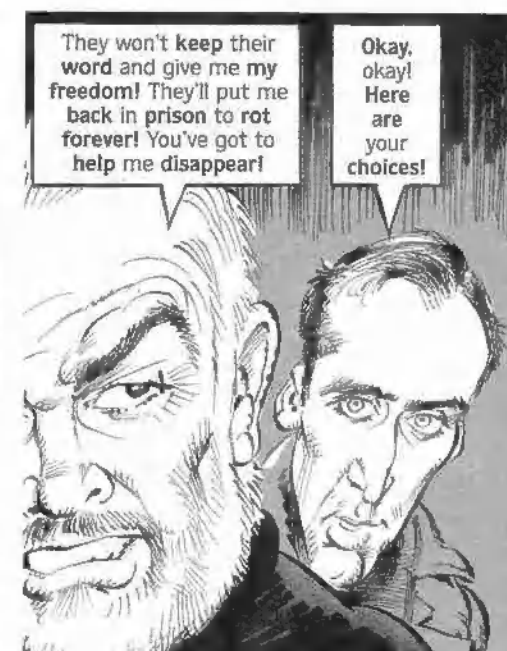
In order to survive, I have to inject this poison gas antidote directly into my heart! I can't do it...

Give me it! Let me help you...



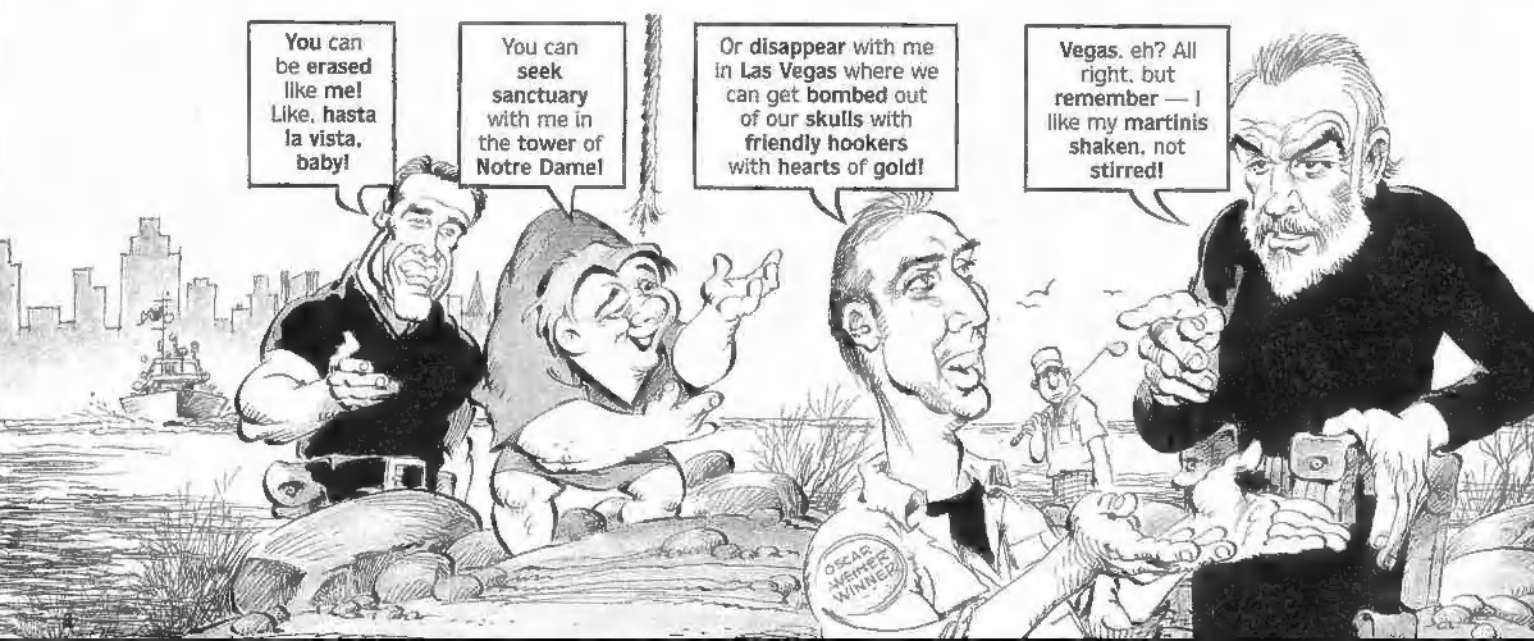
...I learned how to do this in *Pulp Fiction*!

You're a pal! After this, will you show me how to dance like you did in *Saturday Night Fever*?



They won't keep their word and give me my freedom! They'll put me back in prison to rot forever! You've got to help me disappear!

Okay, okay! Here are your choices!



You can be erased like me! Like, *hasta la vista, baby*!

You can seek sanctuary with me in the tower of Notre Dame!

Or disappear with me in Las Vegas where we can get bombed out of our skulls with friendly hookers with hearts of gold!

Vegas, eh? All right, but remember — I like my martinis shaken, not stirred!

MAD SALUTES *Baseball* THEN...

*The Giants win the pennant!
The Giants win the pennant!!!*



and **NOW...**

*The Giants win the wild card slot with the
best overall record of the second-place teams!
The Giants win the wild card slot with the
best overall record of the second-place teams!!!*



You've heard rumors about them in news reports and Congressional Hearings! You've seen hints of their existence in confidential

THE TOBACCO INDUSTRY'S **SECRET** MARKETING

ARTIST: BOB CLARKE

NEW TOBACCO COMPANY SPONSORSHIPS

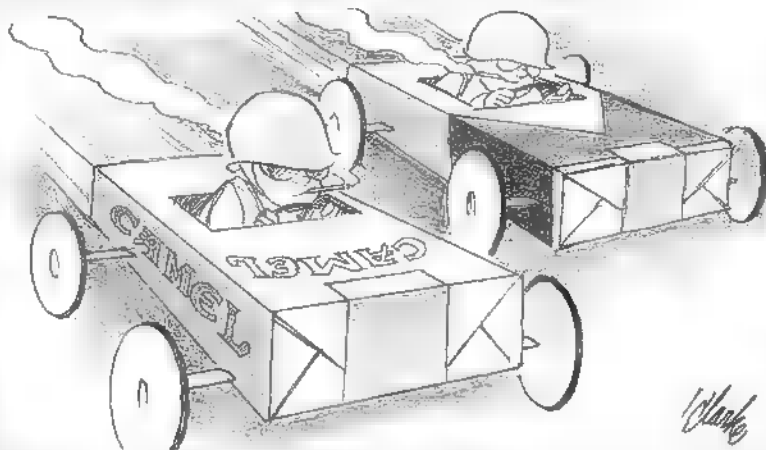
THE PHILIP MORRIS SPELLING BEE



ANNOUNCER: "Unsubstantiated"—as in, "The anti-smoking zealot made **unsubstantiated** and reckless charges about the relationship between smoking and lung cancer!"

BOY: U-N-S-U-B-S-T-A-N...

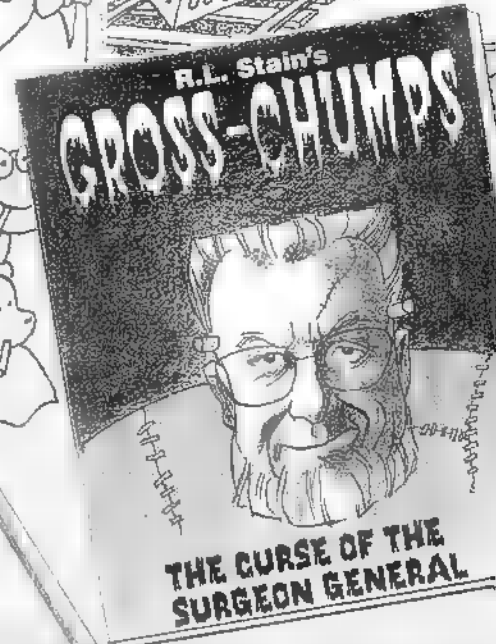
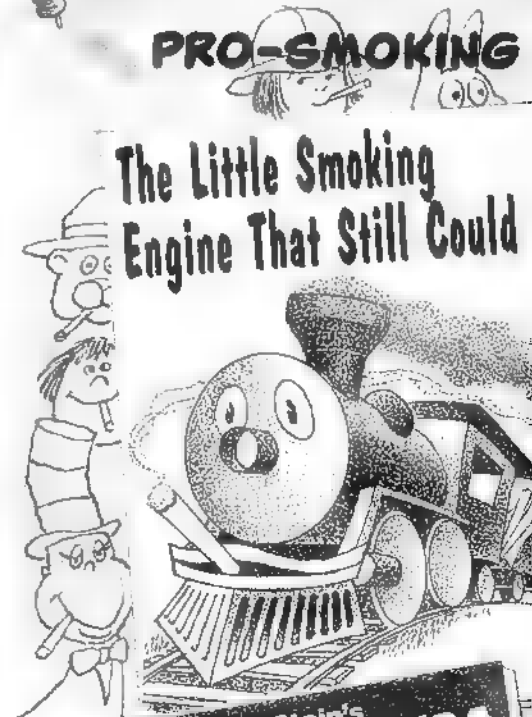
THE "CIGARETTE-BOX DERBY"



ANNOUNCER: And Billy Krunk's "Camel Car" still holds the lead over Tommy Finster's "Marlboro Machine"! Both of these fine young boys smoked over 500 packs each to build their amazing racers!

PRO-SMOKING

The Little Smoking Engine That Still Could



Cigarette Company memos made public! But only now, thanks to us muckraking muckrakers, can you see for yourself...

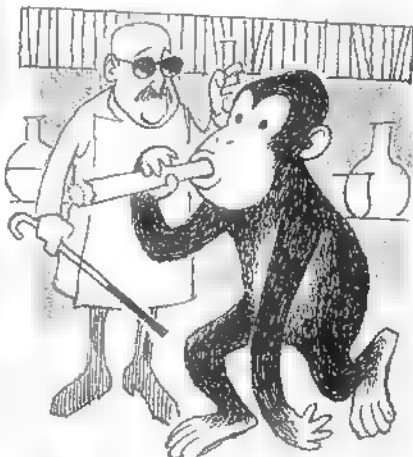
PLANS FOR ATTRACTING YOUNG SMOKERS

WRITER: MIKE SNIDER

CHILDREN'S BOOKS



CURIOUS GEORGE GOES TO THE TOBACCO INSTITUTE



KID-FRIENDLY TOBACCO DELIVERY SYSTEMS

NEW NOVELTY ITEMS



ALL: Happy birthday (cough cough!) to you, Happy birthday (hack hack!) to you, Happy birthday dear - (cough hack, hack cough cough!)



BOY ON LEFT: Cool! Let's get more cartons and build an entire cigarette city!



BOY W/ HAT: Wow! What a cool Joe Camel Pez dispenser!

BOY W/ GLASSES: Pez? This is where I keep my smokes!

After eating a double bacon cheeseburger with crispy steak fries and onion rings, will you wash it all down with a Diet Coke, or a regular? — IT'S A MOJOY POINT.

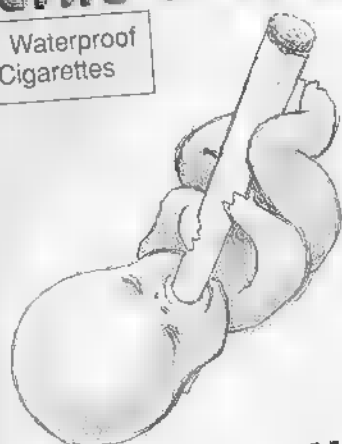


NEW PRODUCT DEVELOPMENT



FETAL FILTERS

20 Waterproof Cigarettes



Being Unborn Never Tasted So Smooth!

After a hard day in the playpen, nothing gives oral fixation pleasure like...

Binky Lights

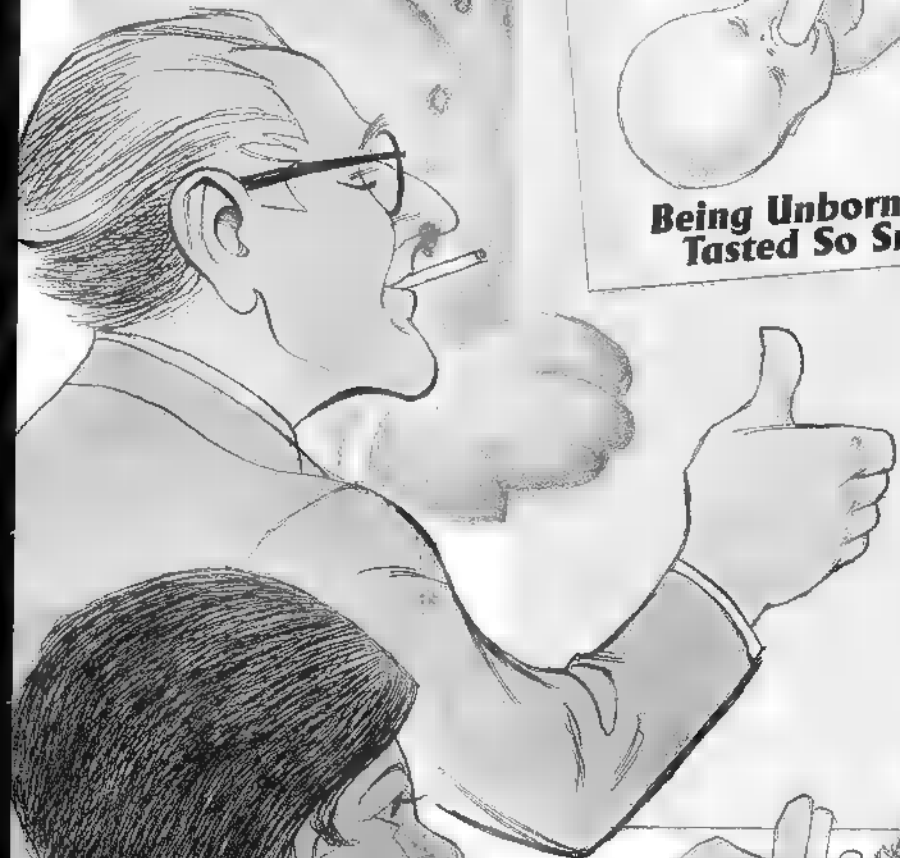


Goo-Goo-Good!

The Speed...The Power...
The Wind In Your Hair!



TRIKE 100's



Better to die immediately in a midair commuter plane explosion — or survive all the way down to the alligator-packed swamp! — IT'S A MOOT POINT.

"In the future everyone
will be world famous
for 15 minutes."

So said Andy Warhol back in 1968! Well, it's nearly 30 years later, and Warhol's been proven right again and again! So how can you achieve your own 15 minutes of fame? Simply follow the examples of others! To guide you, MAD presents...



ARTIST: DREW FRIEDMAN
WRITER: FRANK JACOBS

THE ABC's OF 15 MINUTES OF FAME

A is for
Anita



Who briefly showed promise;
Attempted, but failed, to
Disrobe Clarence Thomas.

B is for
Buttafuoco



Who made it look easy;
Such fame can be yours,
Though it helps if you're sleazy.

C is for
Carlos



True, not a big name;
But thanks to Madonna,
His sperm's brought him fame.

D

is for
Divine



Now forgotten, we fear,
Since that night when she nearly
Blew Hugh Grant's career.

G

is for
Erik



With Lyle went astray,
Killing both of their parents –
But, hey, that's L.A.

F

is for
Fortensky



This rule he obeyed:
Just get married to Liz
And your fame's Taylor-made.

J

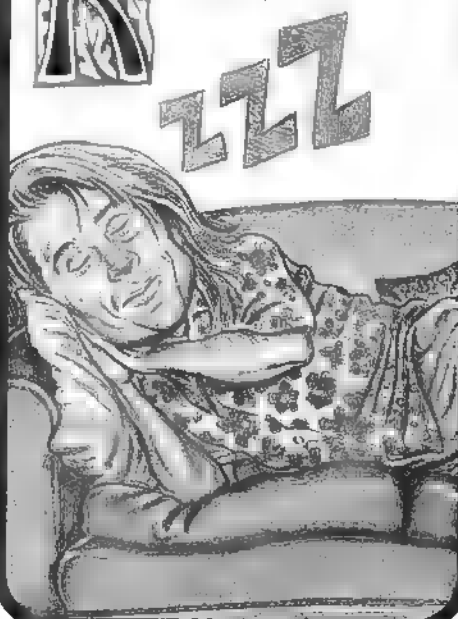
is for
Jessica



With whom Jim had his way;
Which should be no surprise
If you've seen Tammy Faye.

K

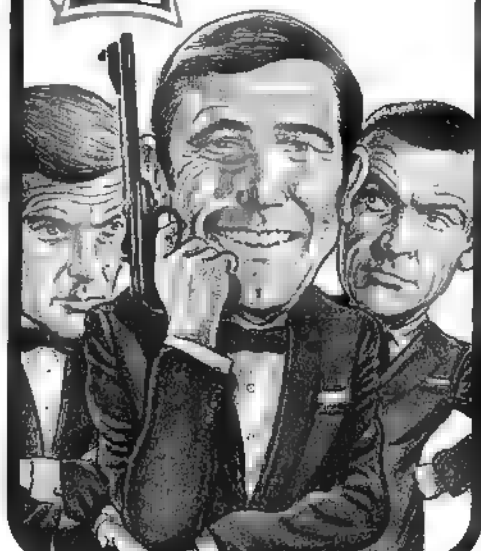
is for
Kato



Helped O.J. go free;
His fame? 15 minutes!
His worth? Maybe three.

L

is for
Lazenby



His one major flick
Nearly killed off James Bond,
Which is no easy trick.

G is for
Gennifer



*Not really a floozie;
It's just that she's female
And Bill's not that choosy.*

H is for
Heidi



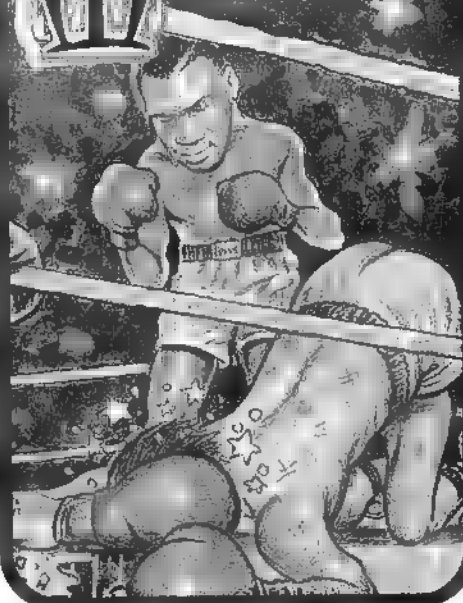
*The Hollywood Madam;
She pimped for some hookers
But won't say who had 'em.*

I is for
Ito



*A flop, most agree;
The trial, though, is finished –
Let's hope so is he.*

M is for
McNeely



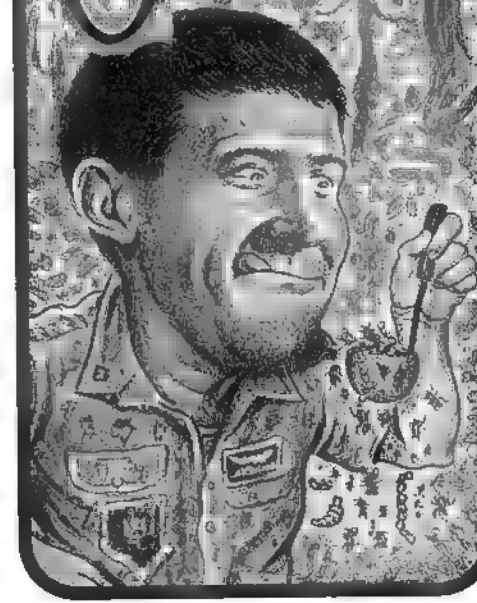
*Mike had him for lunch;
But for three million bucks
Wouldn't you take one punch?*

N is for
Norman

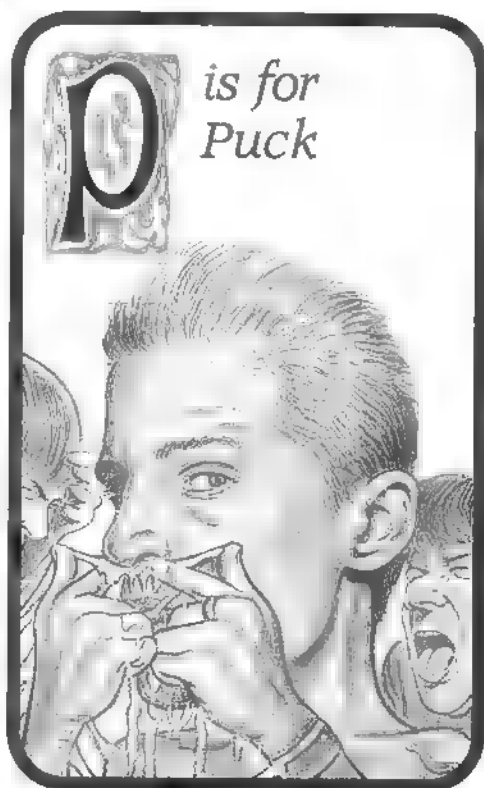


*In battle served well;
Now makes millions from lectures;
For some, war ain't hell!*

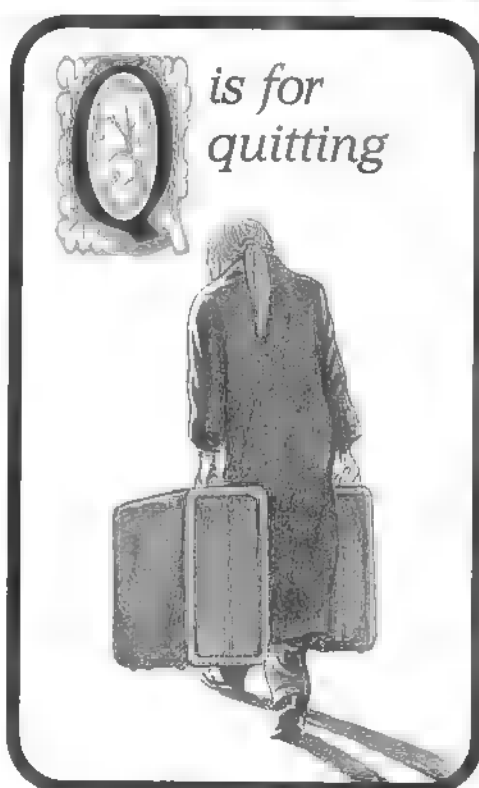
O is for
O'Grady



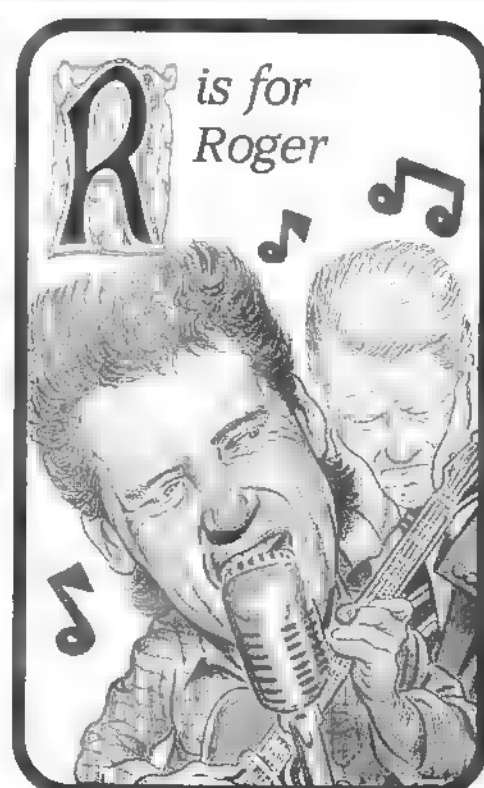
*Serbs shot down his jet;
Ate bugs to survive –
All the rest we forget.*



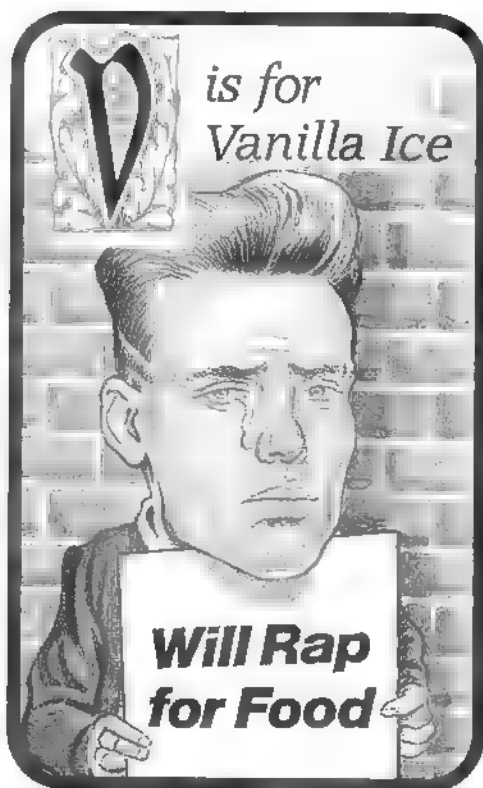
*On "The Real World" he rose,
But you can't build a career
Around picking your nose.*



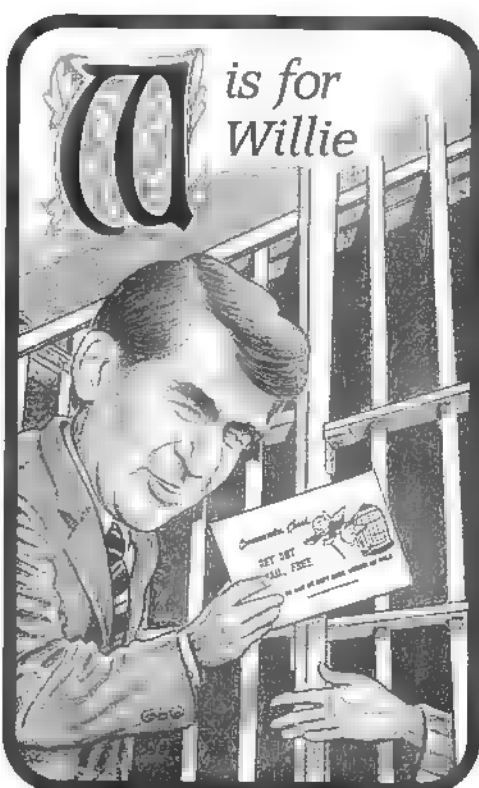
*Which feminists feared;
Shannon Faulkner dropped out
And the Citadel cheered.*



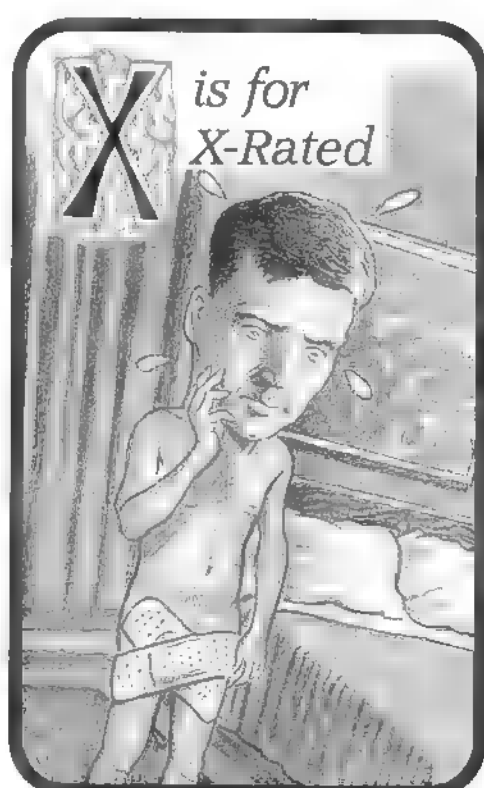
*A dud like no other
But quick fame's a lock
When the Prez is your brother.*



*His fame turned to crap,
Giving proof to the adage
That white men can't rap.*

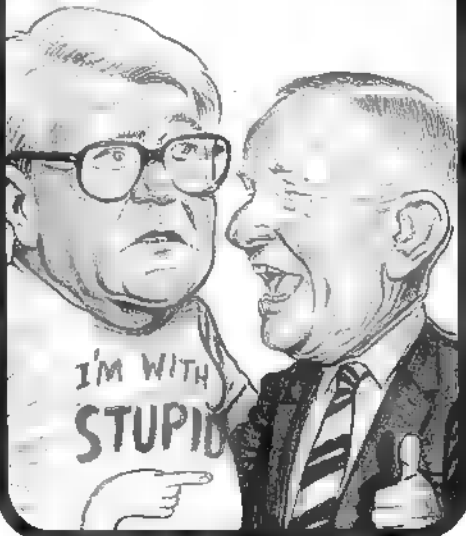


*Our world's gone insane
When a paroled killer/rapist
Can swing a campaign.*



*For folks fond of smut;
But even they skipped
"John Wayne Bobbitt - Uncut."*

S is for
Stockdale



A fine man, we know;
His only mistake
Was to run with Perot.

T is for
Tonya



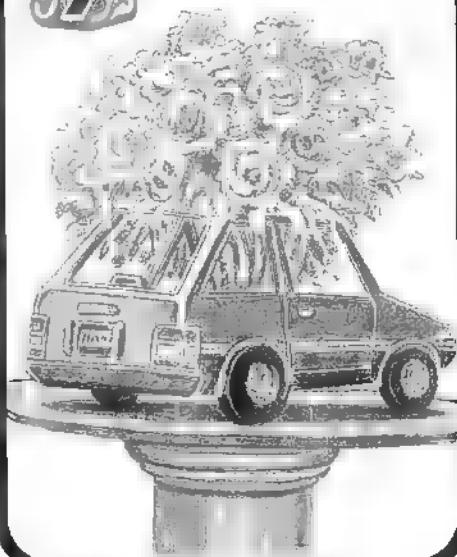
Now shunned like the plague,
After telling Gillooly,
"Hey, Jeff, break a leg!"

U is for
Unabomber



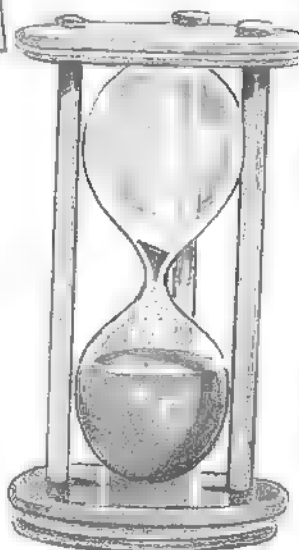
He made quite a mess;
The Post Office wishes
He'd used UPS.

Y is for
Yugo

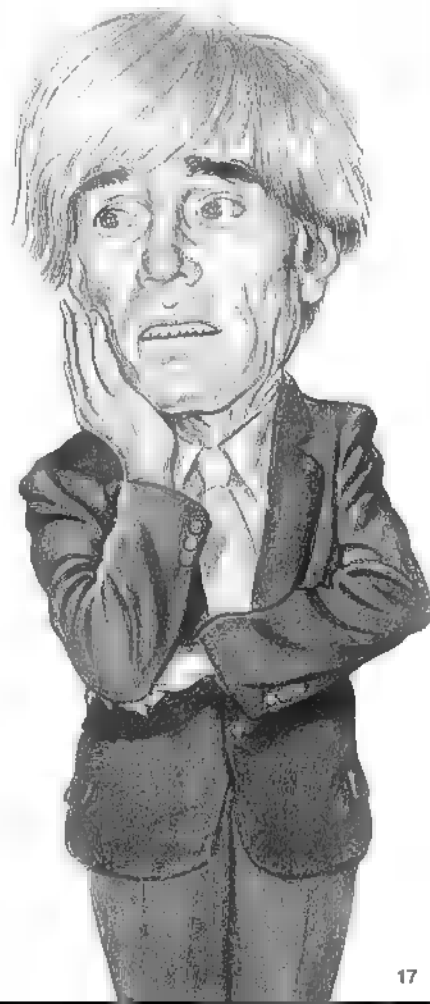


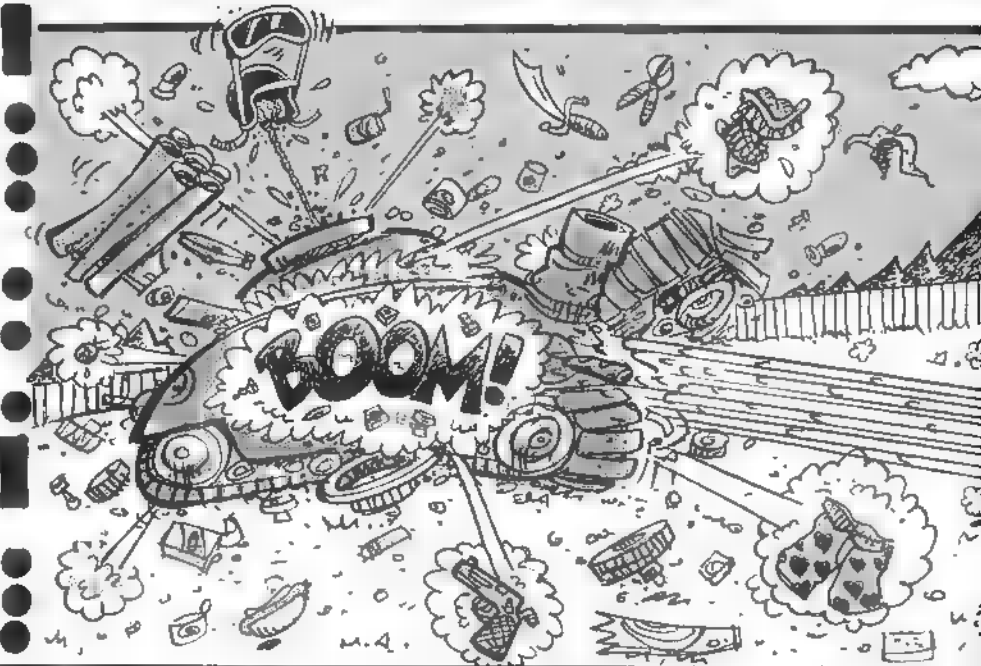
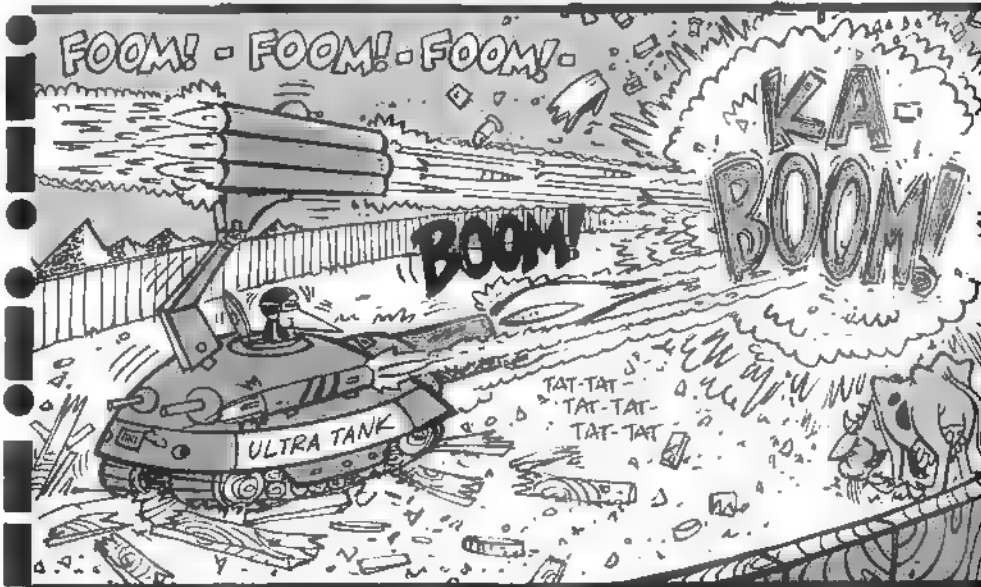
Disastrous on roads;
Even back in Croatia
They're used as commodes.

Z is for
Zero



No more can we bear;
The list's not complete –
Wish you were there?





HUMP ROAST DEPT.

How about those Disney babes? It all began with the innocent Little Mermaid! Then came the spicy Jasmine in Aladdin and...whew! Admit it, you found yourself turned on by cartoon women! Well, we're on to Disney's sick little scheme! "Family entertainment" can get a bit boring—that's why they're sneaking good ol' fashioned T & A into their films! So, if you felt guilty drooling over the statuesque Pocahontas, just wait until you see...

I am Chopit, the puppeteer! I am going to tell you a story about QuasiHero, the bell-ringer at Notre Dame! But don't expect to read anything close to the original tale! It's been changed drastically to enhance its commercial value! Let's face it, Victor Hugo may have known how to write a compelling story, but he knew nothing about merchandising! Let's meet the characters you'll see featured in toy stores and fast-food restaurants everywhere!

I am Judge Foulo, not to be confused with that bomb movie *Judge Dredd*, that schmuck Judge Ito or that lame actor Judge Reinhold! The citizens here say I'm evil, but that's their right! And the ones that say I'm evil, I put to death! That's MY right! I hate everyone equally, except for the Gypsies! I hate them a tad more! They rob, steal and cheat—I can't stand the competition!

I am Iswilleider, the Gypsy lady! I have a big heart, which I need to pump blood to my big breasts, and my long legs! Let's face it, I'm "hot"! How hot? I may be a cartoon character, but I still get love letters from the artists who had the pleasure of animating me!



THE HUNCHBACK AND NOTE THE DAME

I'm Fearless, Captain of the Guard! I've won dozens of medals, which is pretty amazing, since I'm the world's worst soldier!

But man, can I carry a tune! And in this movie, singing is what military life is all about!

I am QuasiHero! I have strong arms and legs, but I also have a face that could stop a clock! Which is really bad for someone in charge of ringing the bells to announce the exact time! Fortunately, solitary confinement for 20-plus years in the bell tower has done nothing to affect my brain...although I'm not sure many people have best friends made of solid stone and singing birds as roommates!

We're the slapstick gargoyles, Victory, Yugo and Latrine, which in French means Moe, Larry and Curly, only with a kind of religious spin!

ARTIST: SAM VIVIANO
WRITER: DICK DEBARTOLO

It started one day long ago when Judge Foulo took a baby from a gypsy lady!

If you throw that baby into the well, your soul will be lost forever, not to mention our pure drinking water! You must raise that child as your own!

Very well, I will do it!

Good! Obviously, you have realized the need for salvation of your soul!

Actually, I've realized the need for a dependent as a tax deduction!

However, the child must live here because I have no room at my place!

But Judge Foulo, you live in a 43-room castle!

Yes, but it's a SMALL 43 rooms!

Very well! The boy will be safe here until he's about 13 or 14! At that age, we'll have to worry about some of the priests, but that's a whole other story! And one Disney will never touch!



I told you I would come to see the child often, didn't I? How is the baby?

The "baby" just turned 20 years old!

Hmm, I guess I didn't visit as often as I thought I had! Time sure flies when you have a huge population to terrify!

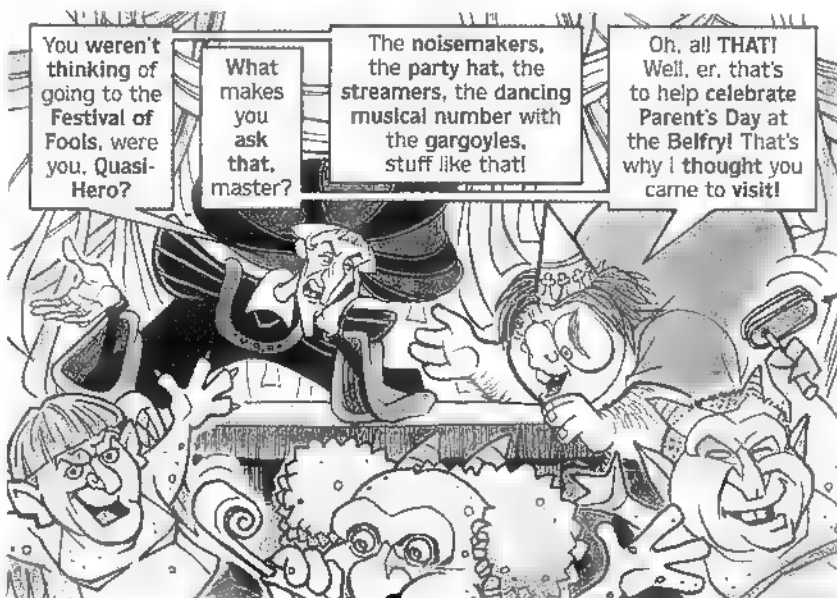


You weren't thinking of going to the Festival of Fools, were you, Quasi-Hero?

What makes you ask that, master?

The noisemakers, the party hat, the streamers, the dancing musical number with the gargoyles, stuff like that!

Oh, all THAT! Well, er, that's to help celebrate Parent's Day at the Belfry! That's why I thought you came to visit!



Master, please let me go out! It will be the only time in 20 years I ever left this place!

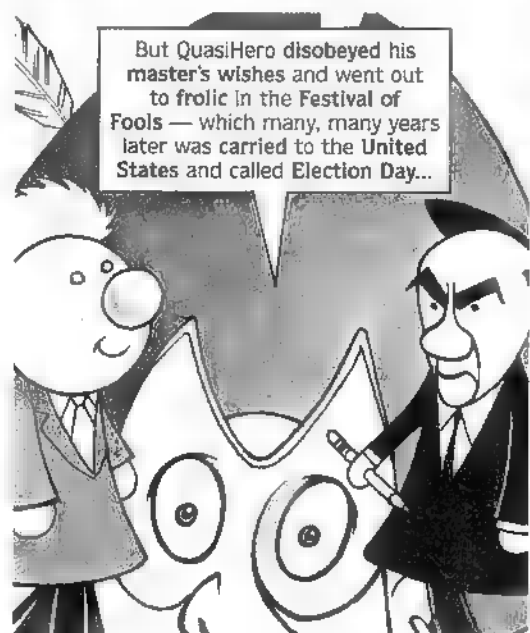
If I let you go out this time, you'll want to go out again — and suddenly you'll have been out twice in 20 years! I don't want you to turn into a wild and crazy guy! Besides, out there people will call you a monster! But in here —

I am a perfect human being?

No, in here I'm the only one who will call you a monster!



But QuasiHero disobeyed his master's wishes and went out to frolic in the Festival of Fools — which many, many years later was carried to the United States and called Election Day...



Which great actor should be inside that rubberized Batman suit in the next movie — George Clooney, Val Kilmer, Michael Keaton or three midjets operating the arms and legs with levers? — IT'S A MOOT POINT.



LOST
AND
FOUND



You cannot humiliate this poor, poor man!

Then Iswilleider cut the ropes they used to tie QuasiHero up!

And the humiliation ended?

Yes and no! She also accidentally cut his belt and his pants fell down, so the humiliation continued, but at least it wasn't on purpose!

Captain Fearless, stop that gypsy woman!

After fighting armies of men in the wars, you expect me to merely chase a helpless woman?

No, chase her goat, too!

All right! Now that's a real mission!

Hide in here! You'll be given sanctuary! This Notre Dame Cathedral! Do something religious!

Like what?

Call bingo numbers or buy some raffle tickets!

Wow! I could win a brand new 1482 horse-drawn cart! That would be great! I forgot how meaningful religion can be!

Win This Cart!

Judge Foul has posted guards at every door, but I will help you escape!

And you can escape with me!

I can't go outside again! I'm a monster!

Your lifeline doesn't say you're a monster! Of course your face says something else entirely! If I were you, I'd consider growing long hair, back AND front!

We're thousands of feet above the ground, but I'll help you down!

I can't swing from gargyle to gargyle like you do! I'm too afraid!

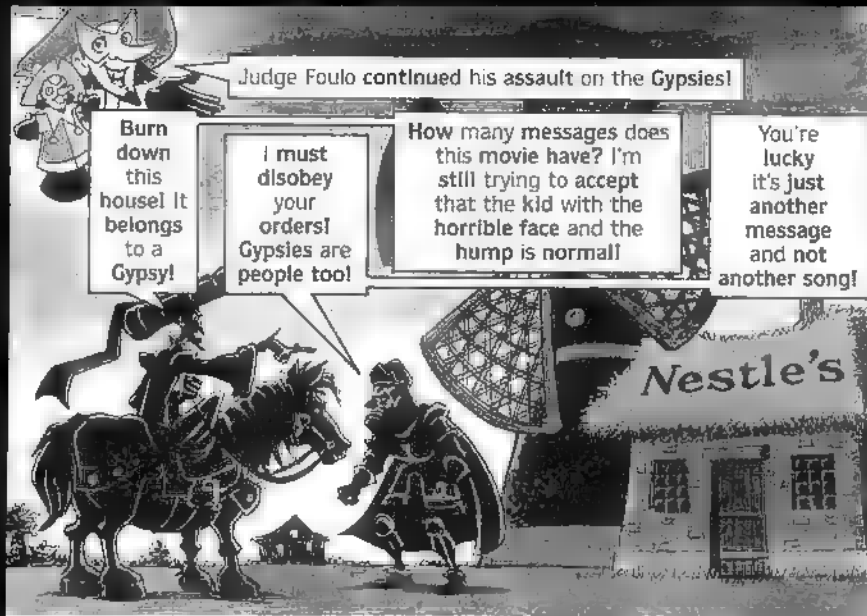
You don't have to do that! I put in a high-speed elevator! While being cooped up here for 20-plus years, you think the only thing I built are those stupid little dolls of the townspeople?

Face the front of the car, please! Going way down!

I want you to have this, QuasiHero!

A necklace?

It looks like a necklace, but it's really a plot device! It will help you find me later!



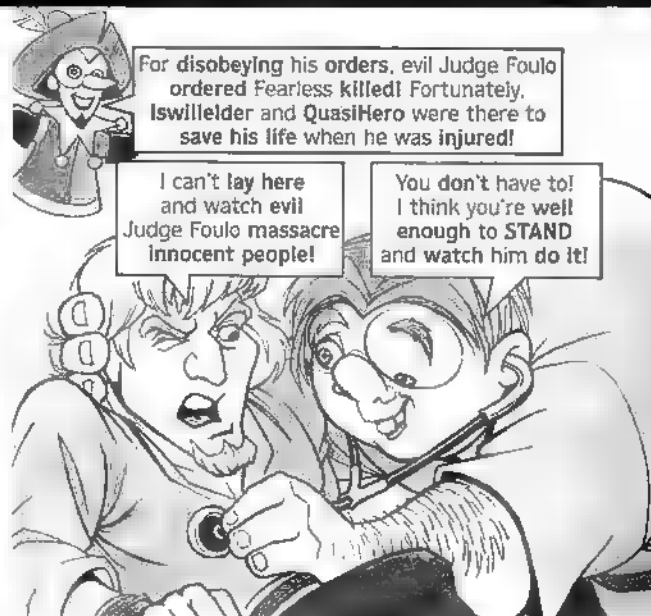
Judge Foulo continued his assault on the Gypsies!

Burn down this house! It belongs to a Gypsy!

I must disobey your orders! Gypsies are people too!

How many messages does this movie have? I'm still trying to accept that the kid with the horrible face and the hump is normal!

You're lucky it's just another message and not another song!



For disobeying his orders, evil Judge Foulo ordered Fearless killed! Fortunately, Iswillelder and QuasiHero were there to save his life when he was injured!

I can't lay here and watch evil Judge Foulo massacre innocent people!

You don't have to! I think you're well enough to **STAND** and watch him do it!



I'm amazed that you were able to nurse me back to health!

Me too! Especially since the only thing I fed you was bird seed!

But I distinctly remember eating meat!

Oh yeah, I forgot about the worms!



We really must find Iswillelder!

She said this might lead me to her! It looks like some sort of ■ necklace!

Rand McNally doesn't make necklaces! It's ■ secret road map!

Careful! You know how tightly they fold those things! Once we open it, we'll never get it folded up again!



What is wrong with me? I seem obsessed with that evil Gypsy woman! I even see her dancing in the flames! I must take my mind off such evil thoughts! I'll go out and do some killing!



Damn! I'll never hide in a fireplace again! Who knew Judge Foulo would have a fireplace with ■ working chimney!

SLAM!

COFF COFF!



Find the Gypsy hiding place — the Mall of Miracles!

So we can go there and capture more Gypsies?

That, and the fact that it seems like another ideal place for a big musical number!



Thank you, QuasiHero, for leading us here to the Mall of Miracles!

You followed me here? But how?

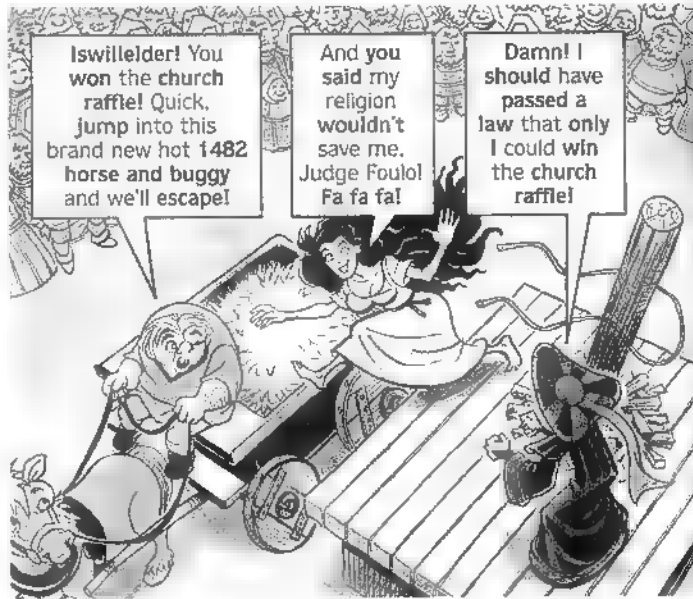
I'm not sure! But I think it's a little something about your walk that makes you easy to follow!



The prisoner Iswill-elder has been found guilty of insufficient innocence and excessive cleavage! Her sentence is death by overcooking!

You can save your own life, Iswill-elder! Marry me and we'll make beautiful music together!

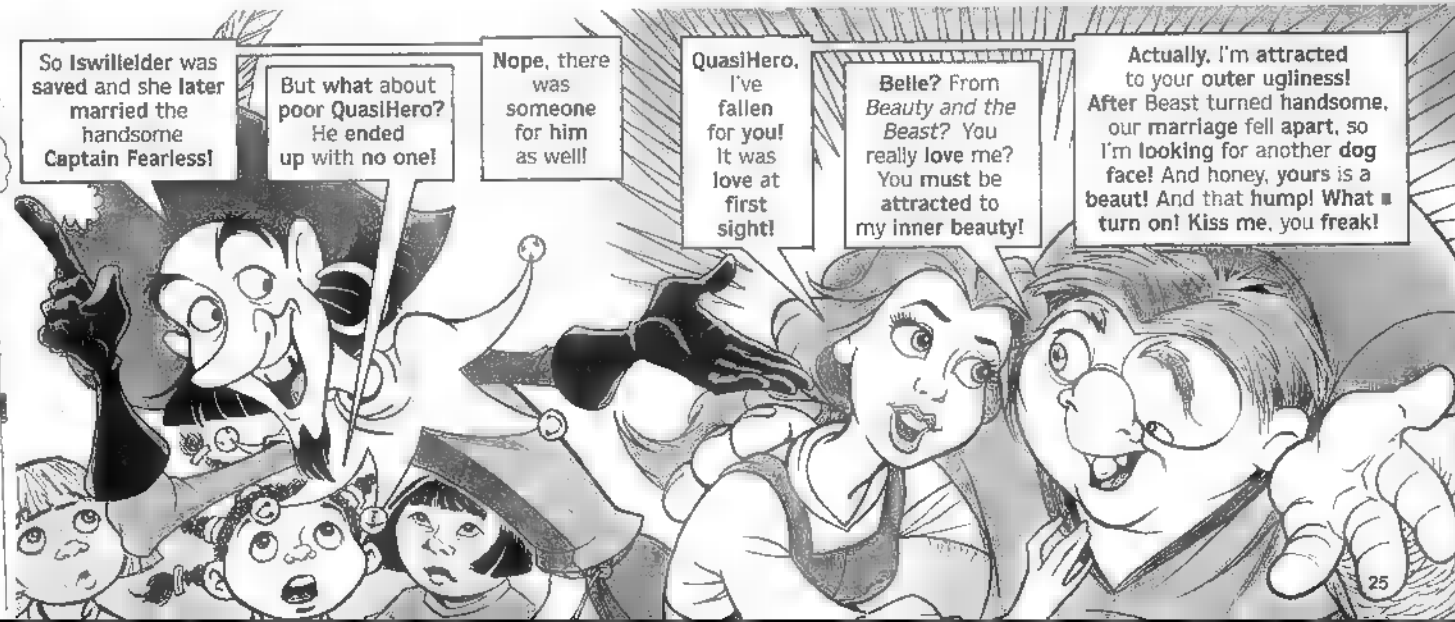
I've got a better idea! Join me in the fire and we'll make beautiful ashes together!



Iswill-elder! You won the church raffle! Quick, jump into this brand new hot 1482 horse and buggy and we'll escape!

And you said my religion wouldn't save me, Judge Foulol! Fa fa fa!

Damn! I should have passed a law that only I could win the church raffle!



So Iswill-elder was saved and she later married the handsome Captain Fearless!

But what about poor QuasiHero? He ended up with no one!

Nope, there was someone for him as well!

QuasiHero, I've fallen for you! It was love at first sight!

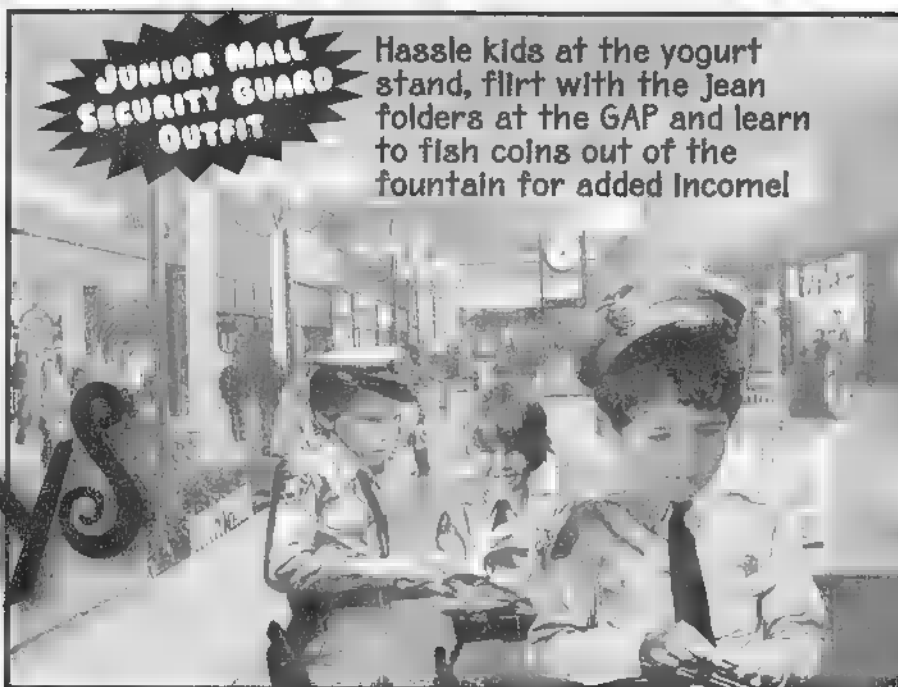
Belle? From *Beauty and the Beast*? You really love me? You must be attracted to my inner beauty!

Actually, I'm attracted to your outer ugliness! After Beast turned handsome, our marriage fell apart, so I'm looking for another dog face! And honey, yours is a beauty! And that hump! What turn on! Kiss me, you freak!

MATTEL IT LIKE IT IS DEPT.

There was a time in America when kids had big career dreams...and big career dream toys so they could practice being doctors, teachers, scientists and architects! But today, forgetaboutit! Those dreams, those careers and even those toys are history! So what's left? The McDonald's Fast Food Playset - the one item that perfectly sums up the sorry state of the U.S. economy today! That is, until toy store shelves start filling up with more...

JUNIOR MALL SECURITY GUARD OUTFIT



Hassle kids at the yogurt stand, flirt with the Jean folders at the GAP and learn to fish coins out of the fountain for added income!

NEW TOYS THAT PREPARE KIDS FOR THEIR CRUMMY JOB FUTURES

JUST-MY-SIZE AIRPORT PARKING ATTENDANT'S BOOTH

Be part of the hustle and bustle world of people with more important things to do than you!



SIR-MOPS-A-LOT HOSPITAL ORDERLY PLAYSET

Clean up the same bodily excretions and used medical supplies that doctors and nurses step over every day!



ARTIST: GUNNAR JOHNSON

WRITER: MIKE SNIDER

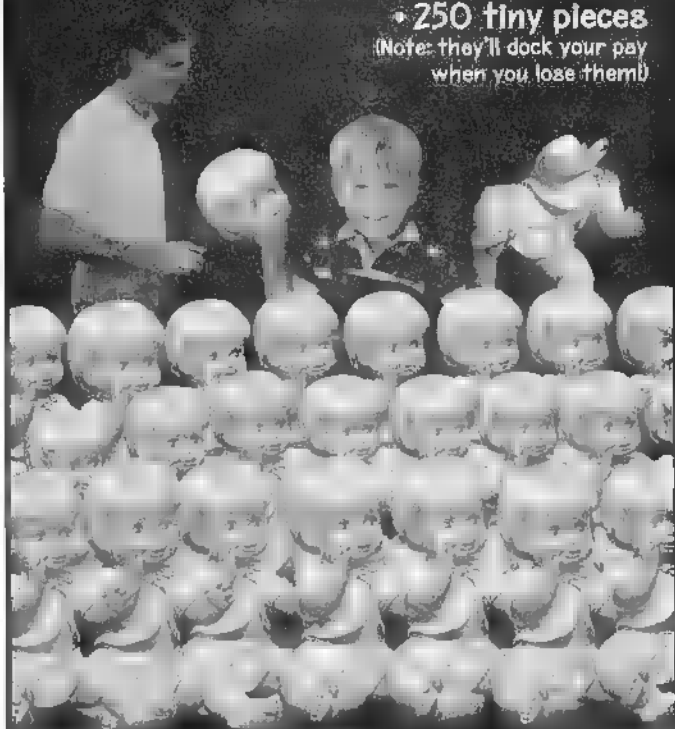


**LOOK DAD—
I'M A MINIMUM-
WAGE ASSEMBLER,
JUST LIKE
YOU!**

Each workshop
Includes:

- Cramped, poorly-lit workstation
- Ancient, unusable tools
- 250 tiny pieces

(Note: they'll dock your pay
when you lose them)



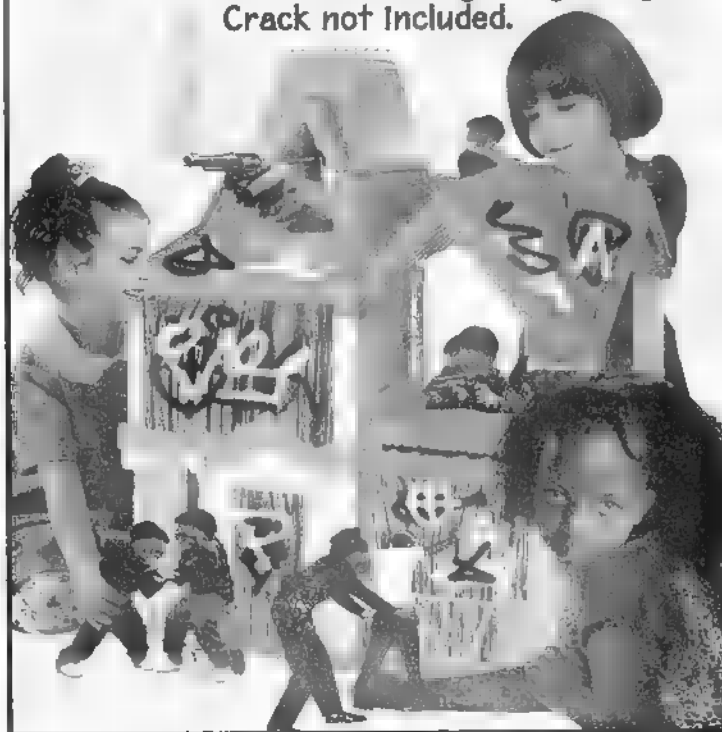
**LET'S PLAY
PHONE
SOLICITOR!**

Create your own
telemarketing boiler
room! Now you can
underpay workers and
disturb complete
strangers at dinnertime!



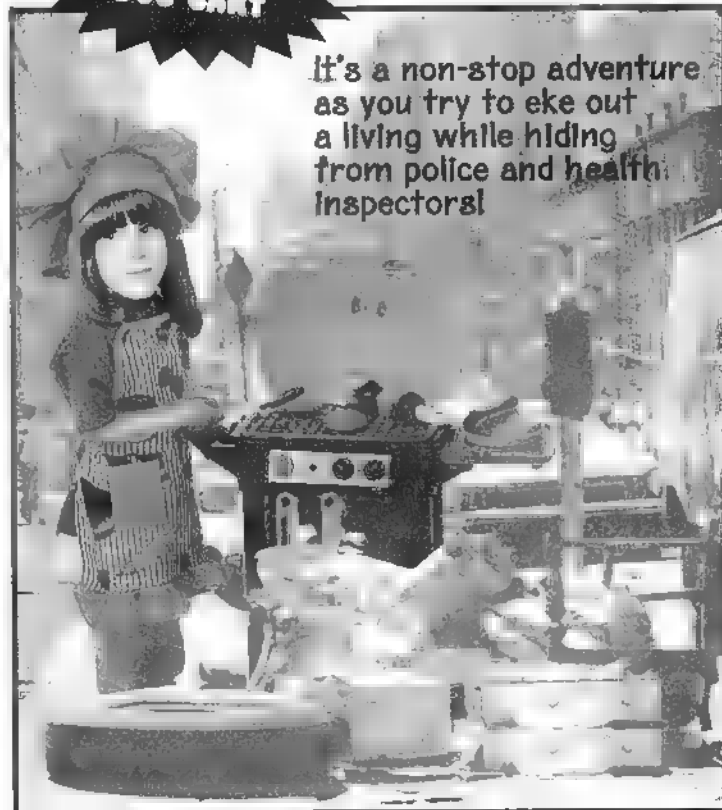
**DREAM
CRACK-HOUSE**

After cruising around in
her 'Vette all day, where do
Barbie and Ken go to get high?
Crack not included.



**MY FIRST
UNLICENSED HOT
DOG CART**

It's a non-stop adventure
as you try to eke out
a living while hiding
from police and health
inspectors!



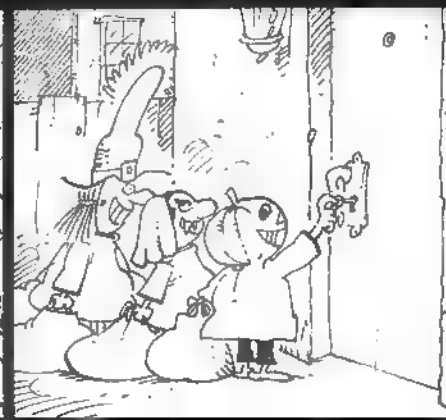
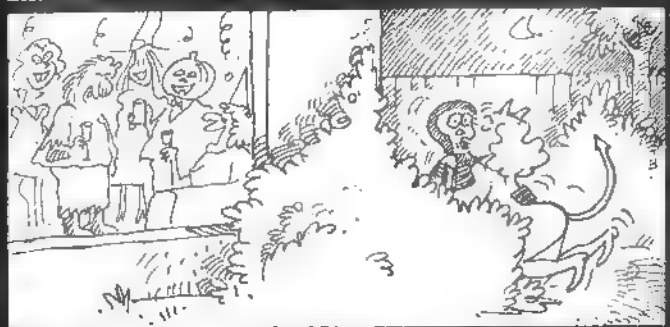
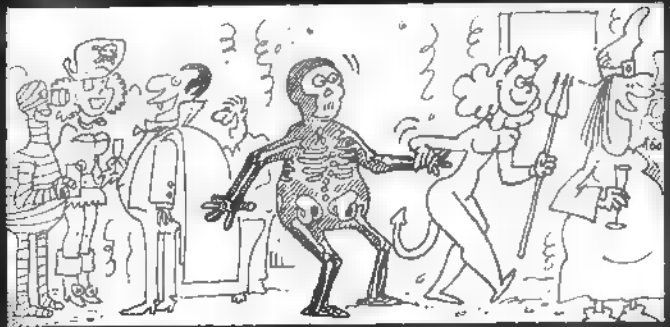
SERGE-IN GENERAL DEPT.

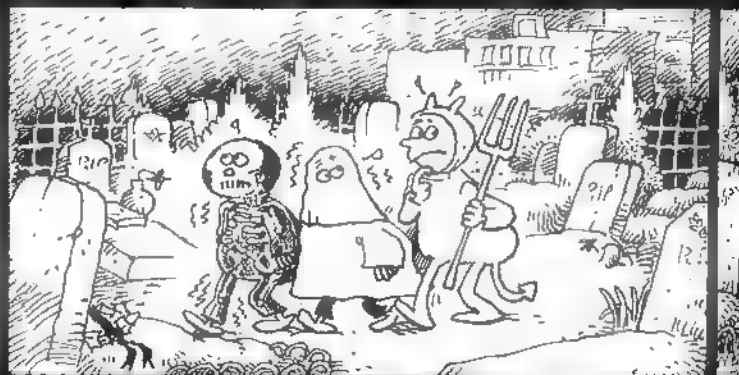
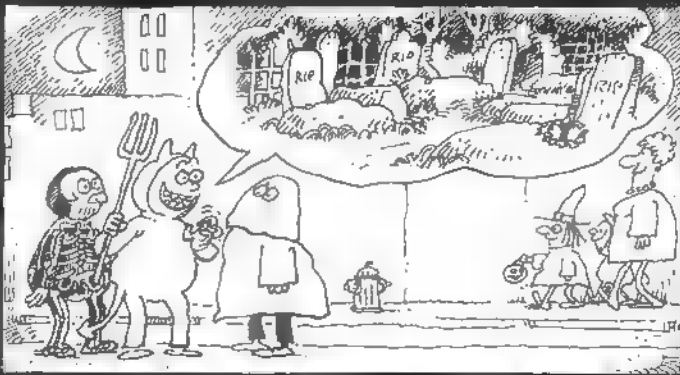
A MAD LOOK AT

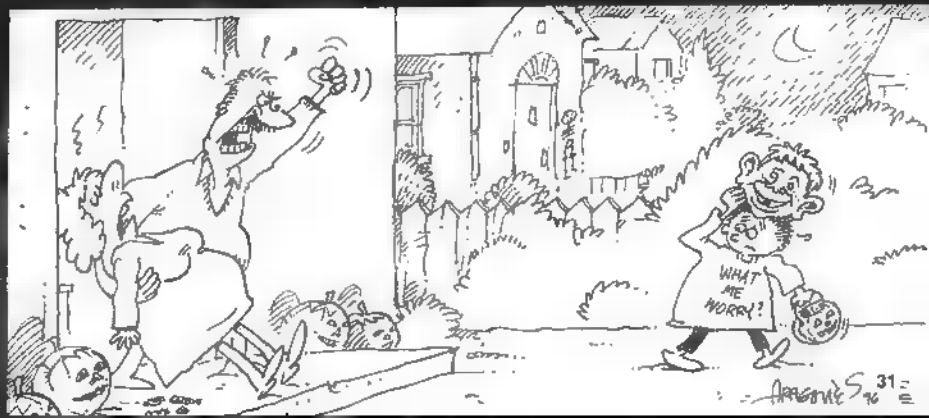
ARTIST AND WRITER:
SERGIO ARAGONES



HALLOWEEN







CAUTION



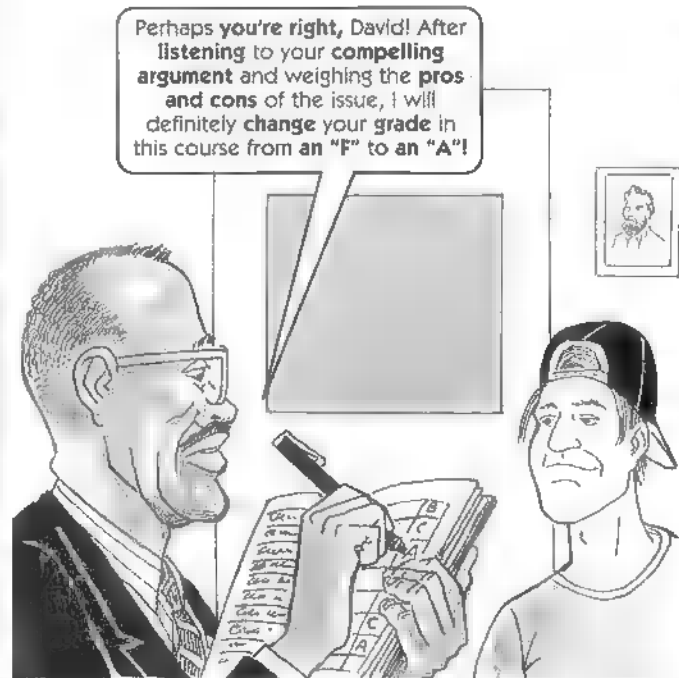
BERG'S-EYE VIEW DEPT.

THE LIGHTS

SERVICE



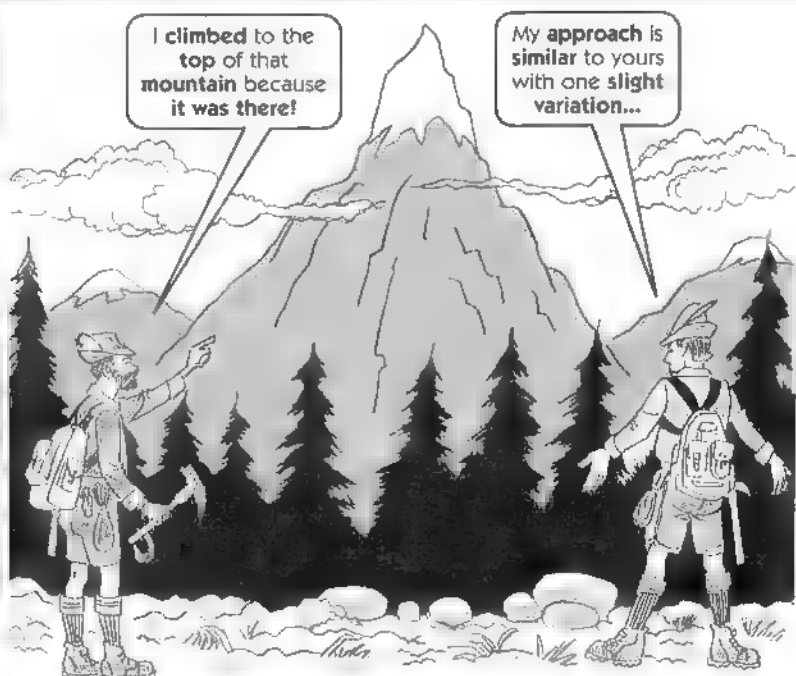
HIGH SCHOOL



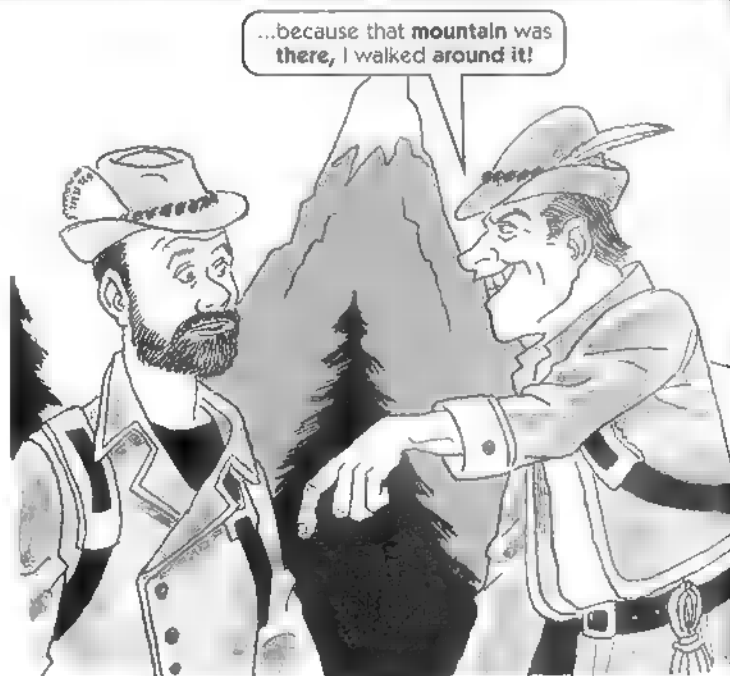
R SIDE OF...

PHILOSOPHY

ARTIST AND WRITER: DAVE BERG



My approach is similar to yours with one slight variation...



EXPERTISE



THERAPY



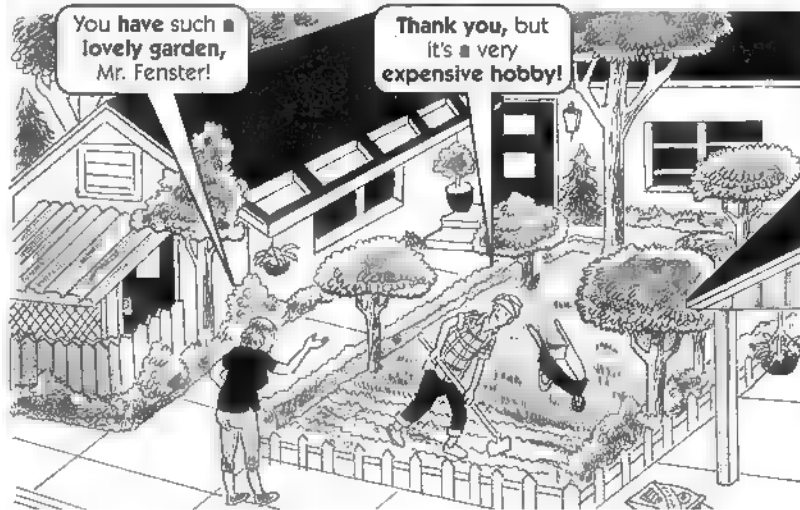
GROOMING



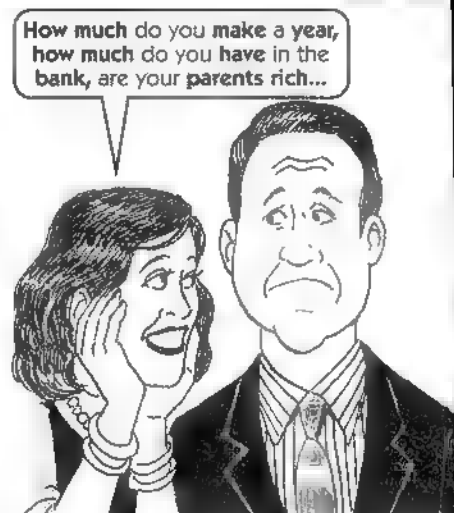
EATING



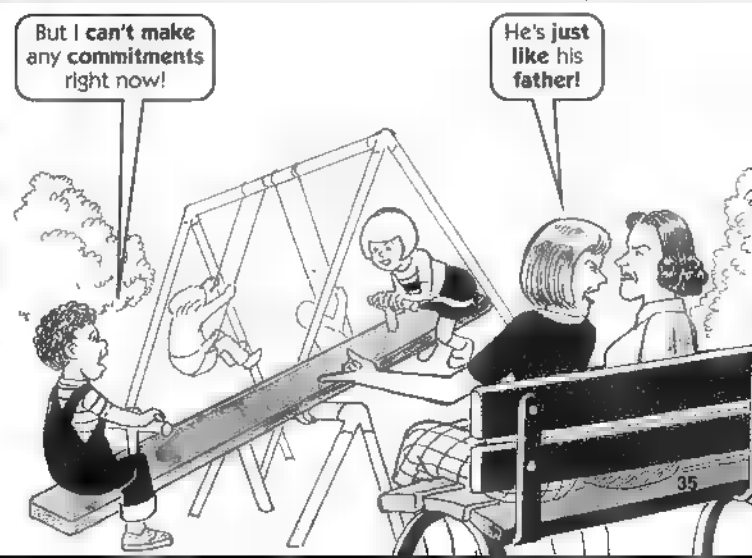
HORTICULTURE



DATING



RELATIONSHIPS



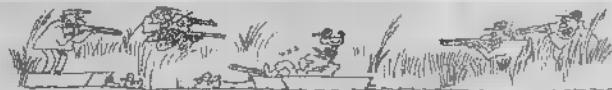
THE OFFICE



SOLUTIONS



DOCTORS



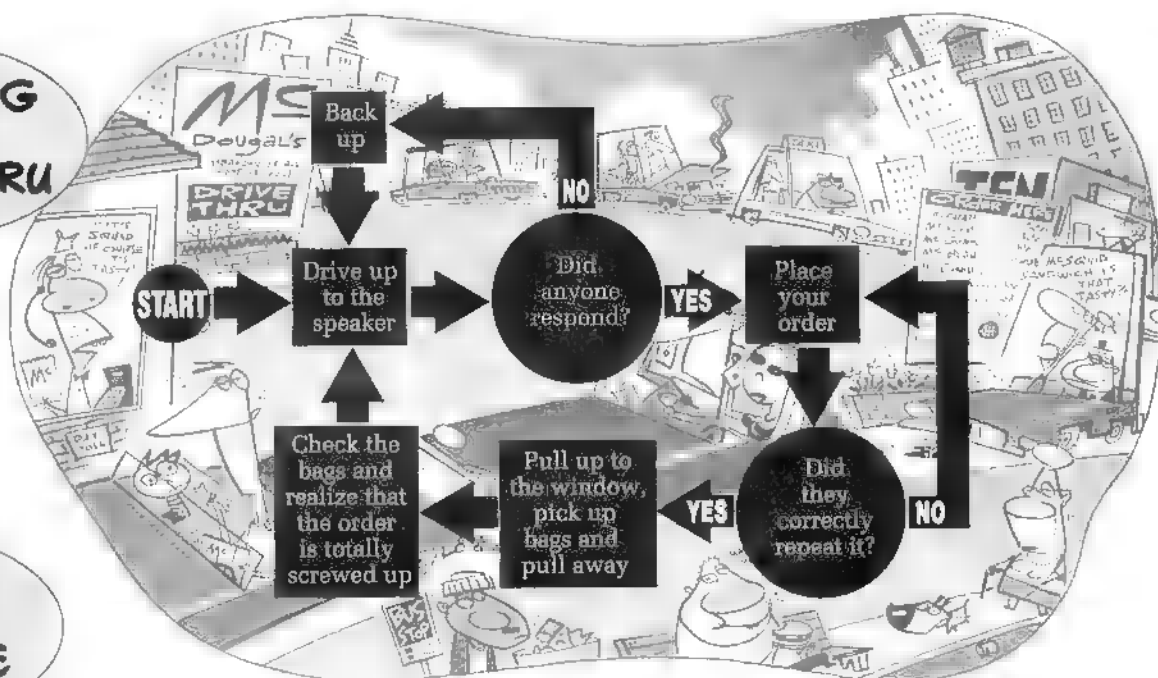
PUT A GRID ON IT DEPT.

Ah, is there anything more noble than the mighty flowchart? Elegant in its simplicity, its logical array of geometric shapes, each connected by nothing more than a few simple lines, renders even the most complex system or progression comprehensible to the average dolt (i.e. you, the typical MAD reader)! There are, however, some situations so twisted, so bizarre, so fraught with confusion that even the beloved flowchart can't handle them! With that in mind, we present to you...

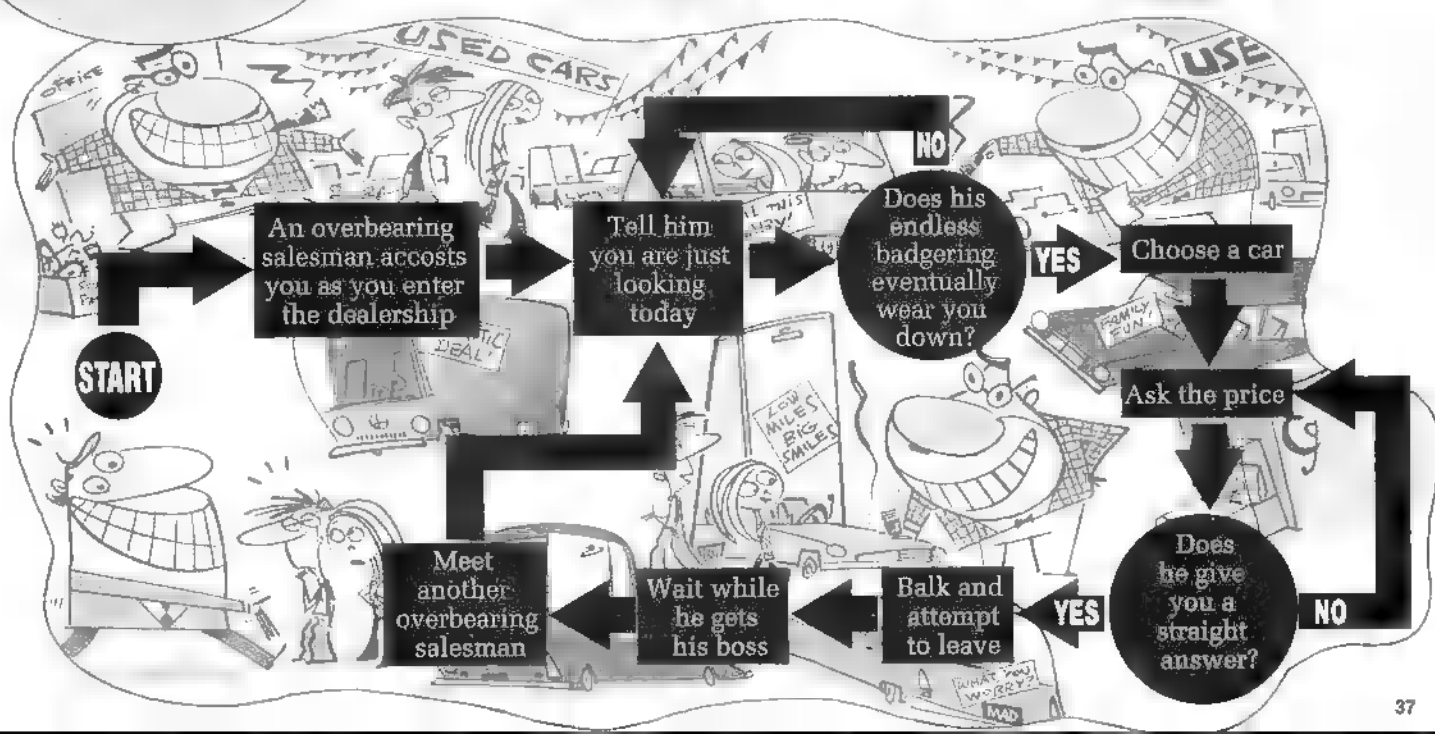
MAD's FUTURE FLOWCHARTS

ORDERING AT A DRIVE-THRU

ARTIST: BOB STAAKE
WRITER: DARREN JOHNSON



SHOPPING FOR AN AUTOMOBILE



CHOOSING A MOVIE TO RENT (WITH TWO OR MORE PEOPLE)

START → **Wander the video store for 20 minutes** → **Choose a film** → **Has anyone in the group already seen it?**

YES → **DEJA VU SECTION**

NO → **SCOTCH TAPES**

Other signs in the cartoon include: "RENTAL ETC", "ADULT 18+", "WE HAVE RENT CONTROL TAPES", "WILLY WONKA did the opposite of everything", "HEY I'VE SEEN ALL THESE!!", "DEJA VU SECTION", and "VICKS FOR YAKS".

Wander the
video store
for 20 minutes

Choose a Hillman

Has anyone in the group already seen it?

YES

NO

CHECKING OUT AT THE PERMARKET

```

graph LR
    START([START]) --> Proceed[Proceed to the checkout lanes]
    Proceed --> Q1((Do you have eight items or less to qualify for the Cash-Only Express Lane?))
    Q1 -- YES --> Wait[Wait in the Cash-Only Express Lane]
    Q1 -- NO --> Q2((Are you willing to dump all but eight of your items?))
    Q2 -- YES --> Wait
    Q2 -- NO --> Pick[Pick another line]
    Wait --> Q3((Is the line being held up by some moron writing a check?))
    Q3 -- YES --> Wait
    Q3 -- NO --> Q4((Is the line being held up by some moron with a cart-load of items?))
    Q4 -- YES --> Wait
    Q4 -- NO --> Pick
    Pick --> Pick
  
```

Proceed
to the
checkout
lanes

Do you have eight items or less to qualify for the "Cash-Only Express Lane"?

Are
you willing
to dump all
but eight
of your
items?

Pick another line

Wait in the
"Cash-Only
Express
Lane"

Is the line being held up by some moron writing a check?

Is the line being held up by some moron with a cart-load of items?

HOW A HORROR MOVIE IS MADE

```

graph TD
    START((START)) --> A[A group of teenagers arrives at a secluded location]
    A --> B[Contrived story of escaped lunatic is told through poorly-acted, badly-written dialogue]
    B --> C[Pointless sex scene]
    C --> D[Someone hears a noise and ventures out alone to investigate]
    D --> E[The killer stakes while making several horrible puns]
    E --> F{Are there any expendable characters still alive?}
    F -- NO --> G[The hero attacks the killer and thinks he is dead]
    F -- YES --> C
    G --> H{Has the movie run for 87 minutes?}
    H -- YES --> I[The killer vanishes, allowing for sequel]
    H -- NO --> J[The killer gets up and chases the hero]
    J --> B
  
```

The flowchart is set against a background of a horror movie scene. At the top left, a castle is visible. In the center, a killer is shown attacking a hero. On the right, a killer is shown making puns. The flowchart starts with a 'START' bubble, leading to a series of steps: 'A group of teenagers arrives at a secluded location', 'Contrived story of escaped lunatic is told through poorly-acted, badly-written dialogue', 'Pointless sex scene', 'Someone hears a noise and ventures out alone to investigate', 'The killer stakes while making several horrible puns', and a decision point 'Are there any expendable characters still alive?'. If the answer is 'NO', the flow goes to 'The hero attacks the killer and thinks he is dead', then to another decision point 'Has the movie run for 87 minutes?'. If the answer is 'YES', the flow goes to 'The killer vanishes, allowing for sequel'. If the answer is 'NO', the flow goes to 'The killer gets up and chases the hero', which loops back to the 'Contrived story' step.

A group of teenagers arrives at a secluded location

Contrived story
of escaped
human is told
through
poorly-acted
badly-written
dialogue

Pointless sex scene

Someone
hears a noise
and ventures
out alone to
investigate

The killer
vanishes,
allowing
for sequels.

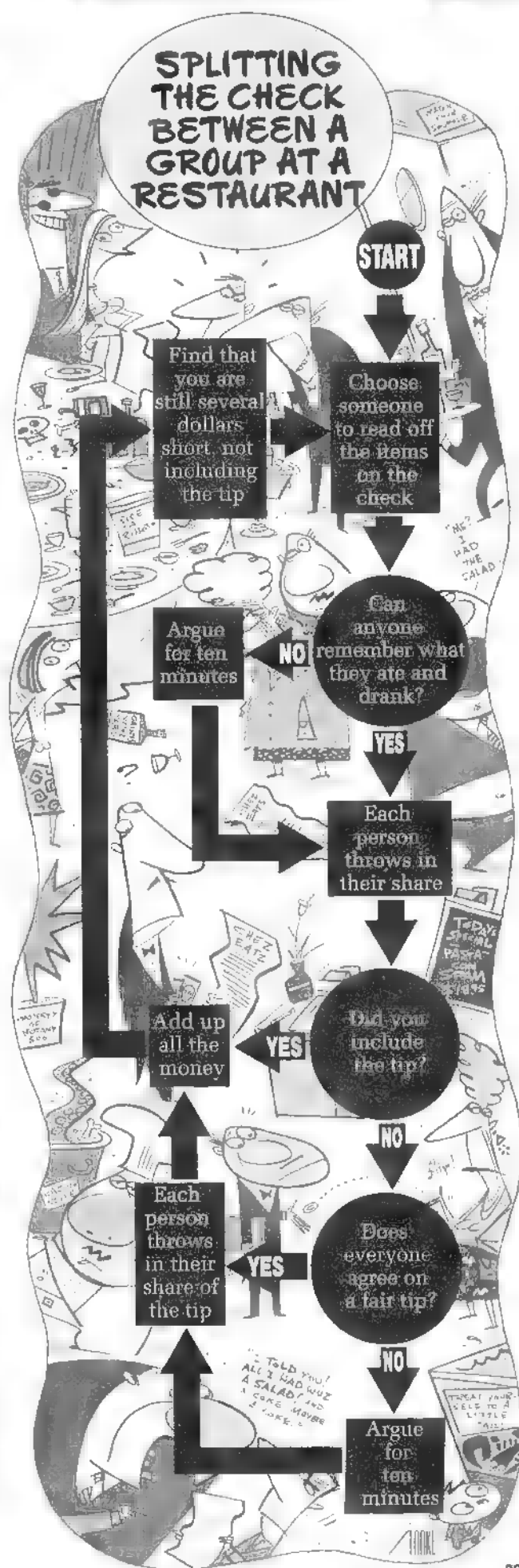
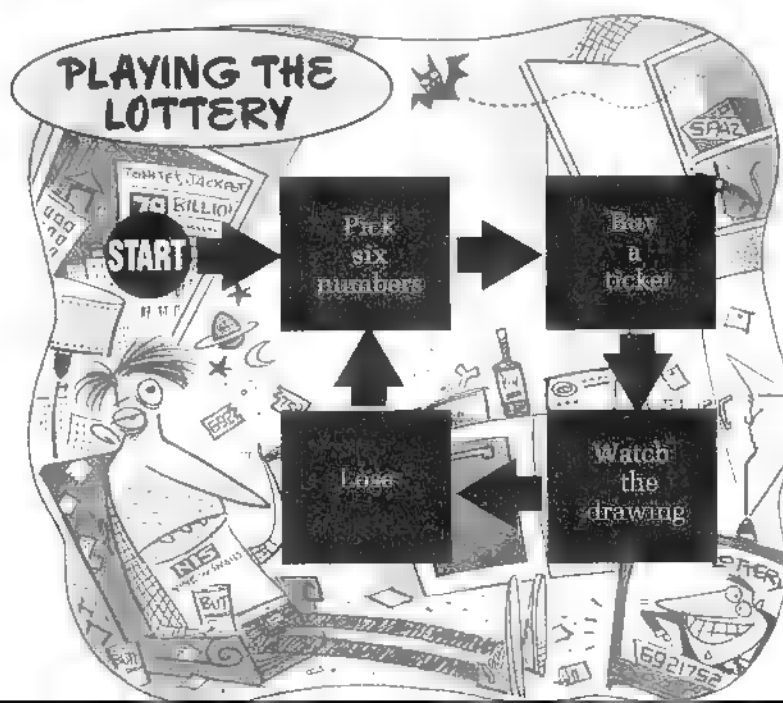
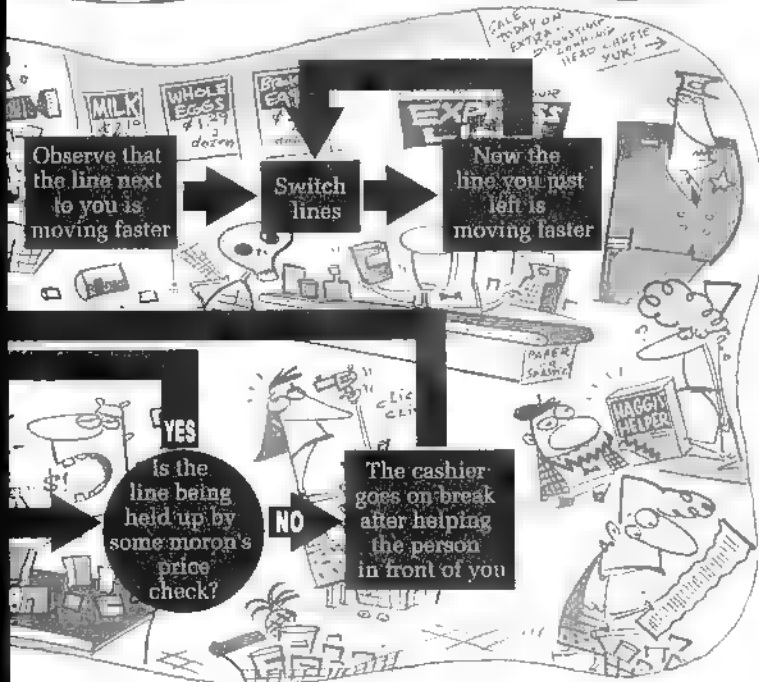
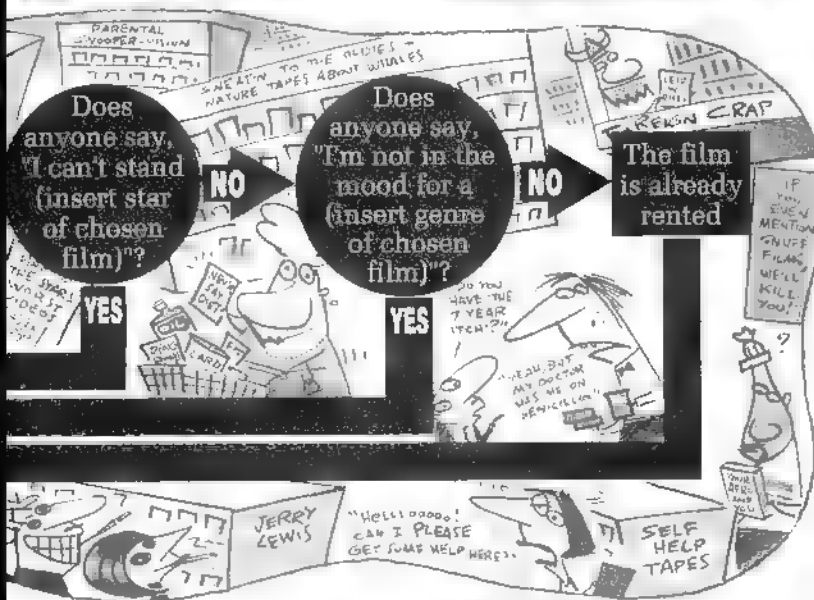
**Has the
movie been
for 87
minutes?**

The hero attacks the killer and thinks he is dead

Are there any expendable characters still alive?

The killer strikes while making several horrible puns

The killer
gets up
and chases



**Ray's CUT-RATE
LIFEGUARD
ACADEMY**

GENTLEMEN, IT APPEARS
SOMEONE'S MADE OFF
WITH OUR...

LIE DOWN OVER HERE, CHUCK...

LIKE I SAID SOMEONE'S MADE OFF
WITH OUR MOUTH-TO-MOUTH DUMMY.
SO HERE'S WHAT WE'RE GONNA DO...



NEW KID ON THE CHOPPING BLOCK DEPT.

Everyone is not treated equally in the workplace. One's position, contrary to popular belief, is not usually based on skill, charm or bedroom antics with the boss — though that rarely hurts. No, treatment is based on time — years of service to a company. (Usually a new worker is condemned to grunt work until a newer putz with even LESS seniority is hired.) It's generally easy to spot the office whipping boy, though, which is why MAD challenges you to view the following workplace scenes and...

GUESS WHO HAS

IN CONCLUSION, I'D LIKE TO
TAKE THIS OPPORTUNITY TO
THANK DR. YANG SU AND
HIS ASSOCIATES FOR THEIR
FASCINATING DEMONSTRATION OF
HIGH-SPEED POWER ACUPUNCTURE!

**AMERICAN
MEDICAL
ASSOCIATION
ANNUAL
CONVENTION**



**INTERNATIONAL
BROTHERHOOD
OF STUNTMEN
LOCAL 605**

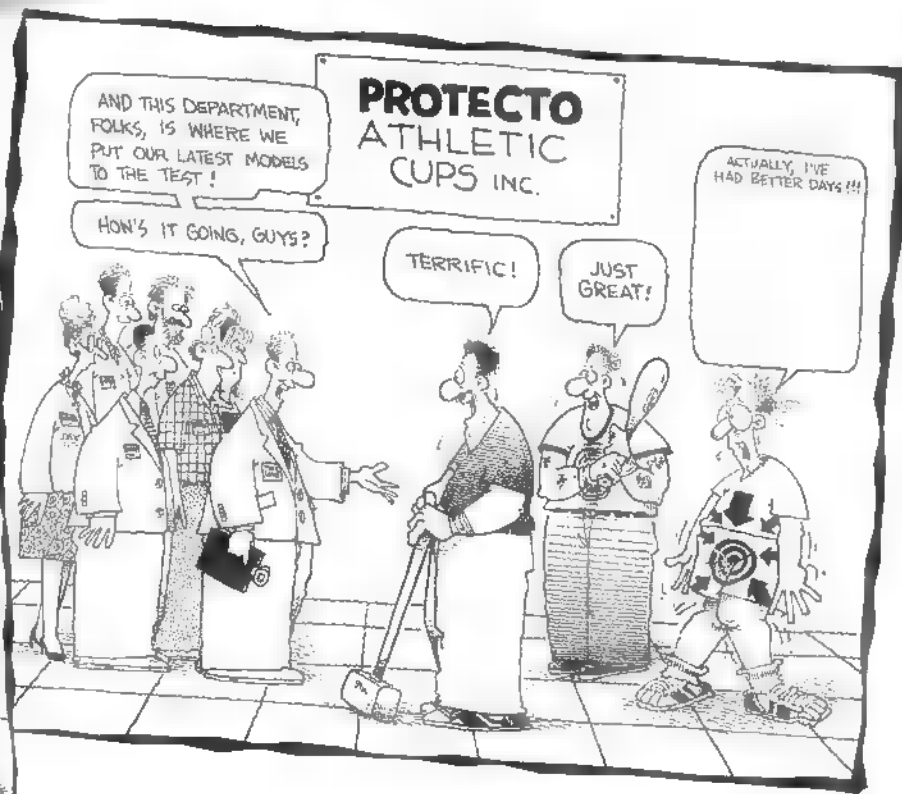
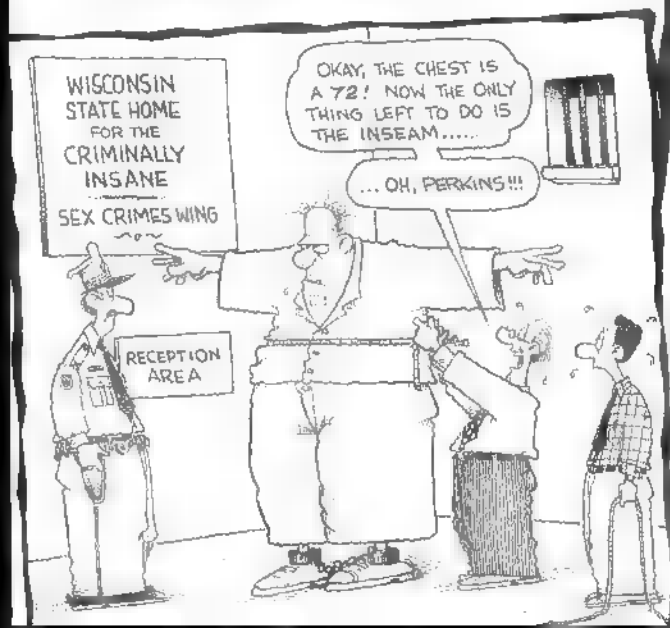
BRANGUSI, YOU'RE IN LUCK!
THEY NEED SOMEONE ON THE
SET OF ACE VENTURA III TO
FALL THREE STORIES INTO
A VAT OF BABOON DUNG!





NO SENIORITY!

ARTIST AND WRITER: JOHN CALDWELL



WITLESS PROTECTION PROGRAM DEPT.



Hell-o! My name is Ah-nuld Schwarzenegger! I am de biggest box office star in de world! I expected my new movie to make millions! And instead, what happens? Ve are blown away by de likes of ■ tornado, little martians und Eddie Murphy so fat he looks like he needs Deal-A-Meal! I tell you, dis whole ting is a real...

You've just been erased! Now, you must disappear and begin ■ new life in ■ new location, where no one vill find you! Where no one vill care!

But where should I go?

Have you ever heard of Staten Island?

That's Jawn Kroaker! His nickname ■ "The Disgracer"!

What is his exact title?

"Lumbering Slab in Charge of Blowing up Stuff"!

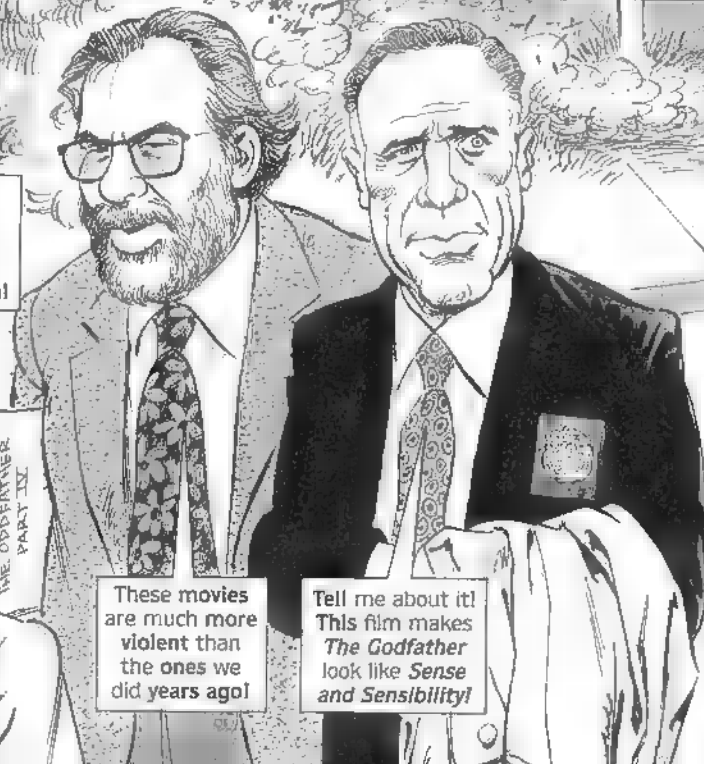


At 48, Schwarzenegger is starting to get a little craggy!

I give Arnold a "thumbs up"!

Are you a reviewer?

I'm ■ doctor! At Arnold's age, before each picture, the studio insists he gets a prostate exam!



These movies are much more violent than the ones we did years ago!

Tell me about it! This film makes *The Godfather* look like *Sense and Sensibility*!



DISGRACER

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

I'm
Leep
Crouton!
I'm a
deep
cover
witness!

We're with the Federal
Witness Protection
Program! We will give
you a new life! A
new identity! They'll
never know who you are!

You
can
really
do
all
that?

You'll disap-
pear! You'll
be unknown!
It worked
for Herbie
Shluggarman!

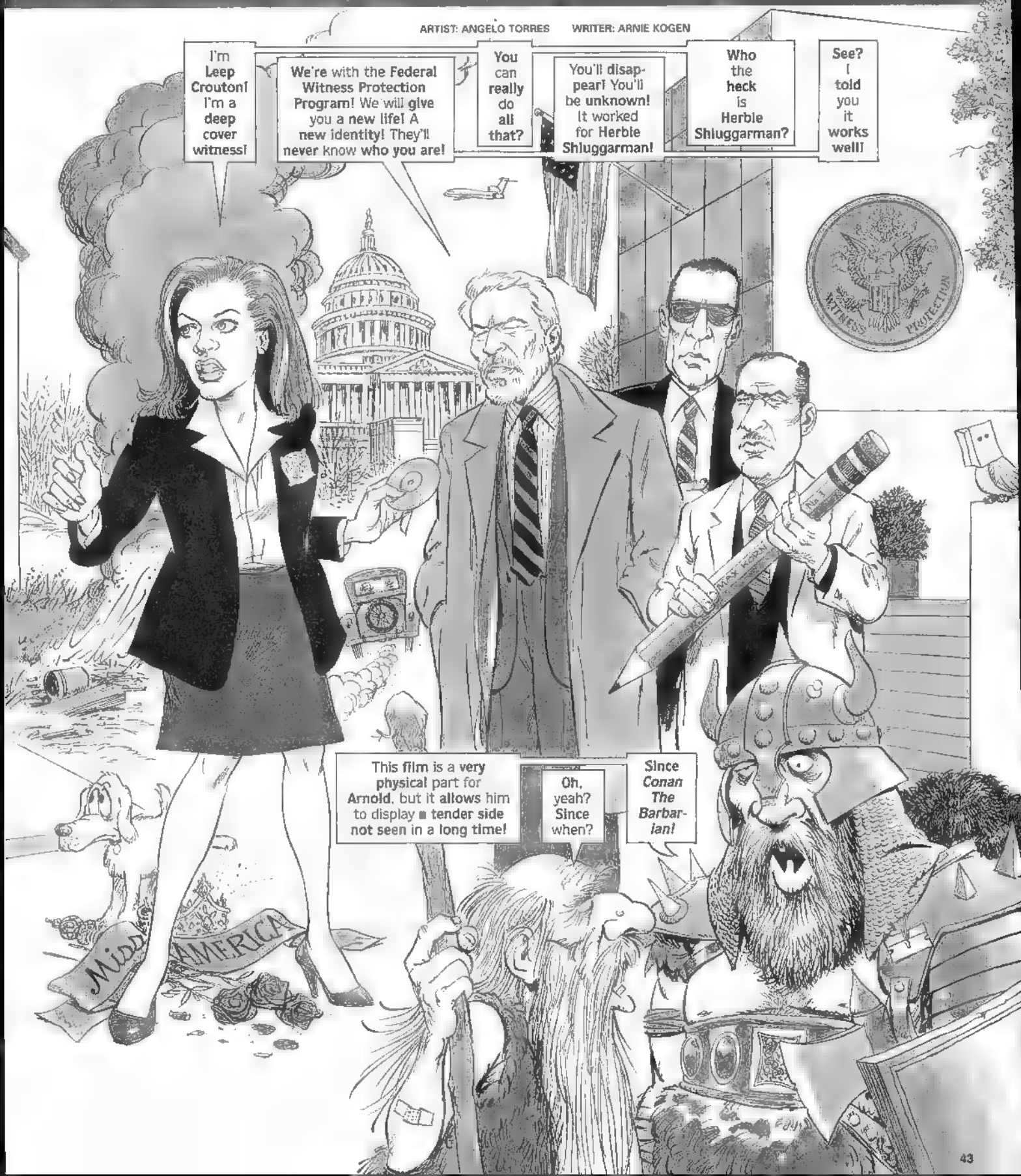
Who
the
heck
is
Herbie
Shluggarman?

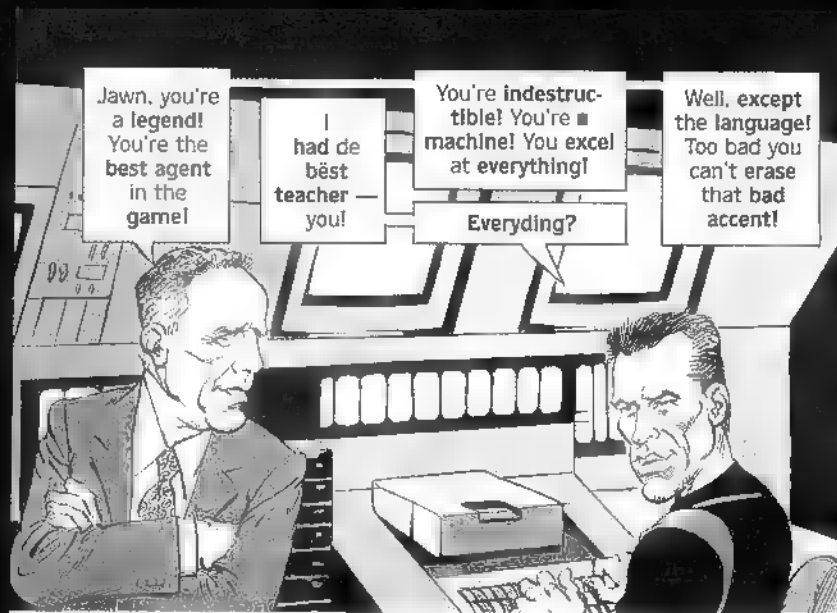
See?
I
told
you
it
works
well!

This film is a very
physical part for
Arnold, but it allows him
to display a tender side
not seen in a long time!

Oh,
yeah?
Since
when?

Since
Conan
The
Barbar-
ian!





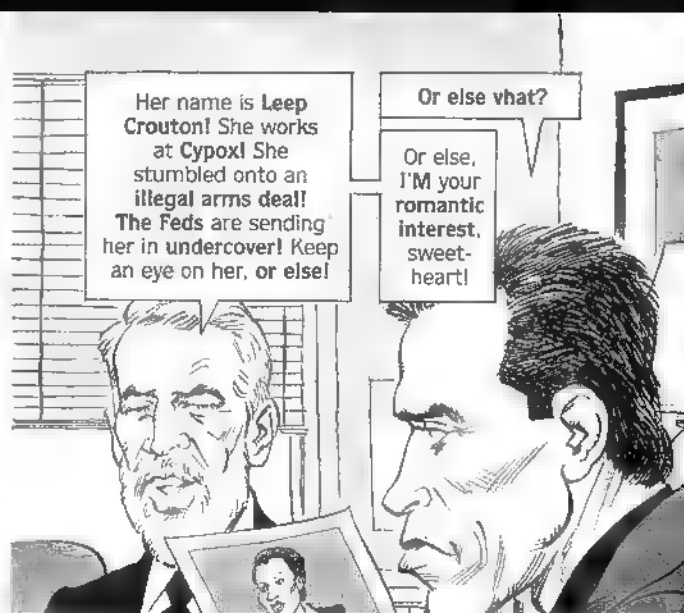
Jawn, you're a legend! You're the best agent in the game!

I had de best teacher you!

You're indestructible! You're a machine! You excel at everything!

Everyding?

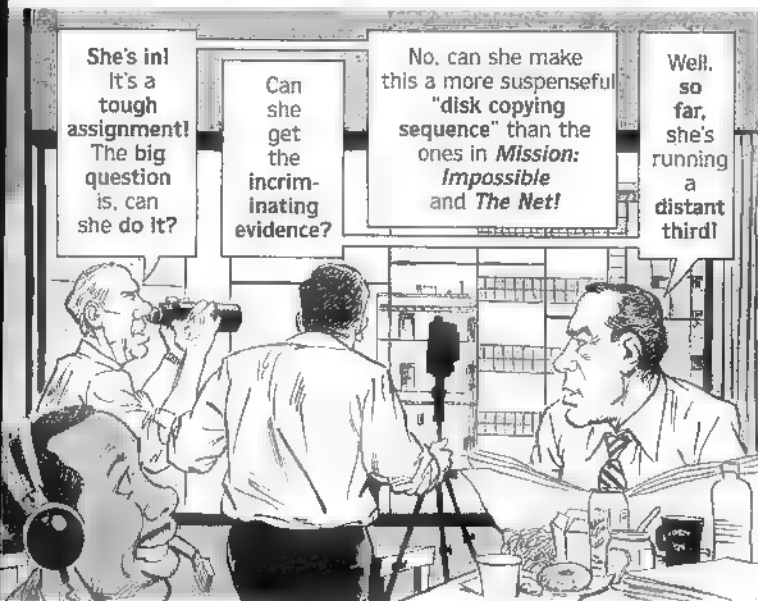
Well, except the language! Too bad you can't erase that bad accent!



Her name is Leep Crouton! She works at Cypox! She stumbled onto an illegal arms deal! The Feds are sending her in undercover! Keep an eye on her, or else!

Or else what?

Or else, I'm your romantic interest, sweetheart!



She's in! It's a tough assignment! The big question is, can she do it?

Can she get the incriminating evidence?

No, can she make this a more suspenseful "disk copying sequence" than the ones in *Mission: Impossible* and *The Net*!

Well, so far, she's running a distant third!



I am not a happy camper! We've caught you sneaking in!

What are you going to do? You leave me no choice! Let me lay my brains on the table!

You mean lay your cards on the table? Not in this movie!

CAN WE TALK?

BLAM



I am U.S. Marshall Jawn Kroaker! I'm here to protect you! You're in an extremely high-risk situation!

I'm not the one with a spike in his hand!

Yes, but dis wound vill miraculously disappear in seconds! Your problem vill be dragged out for two interminable hours!

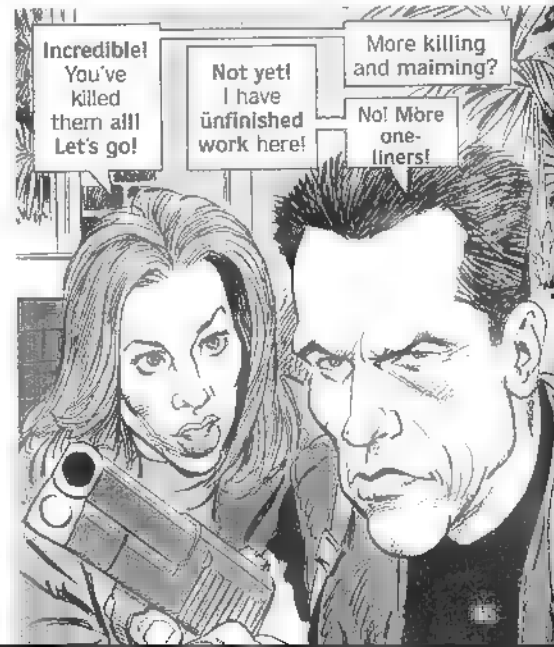
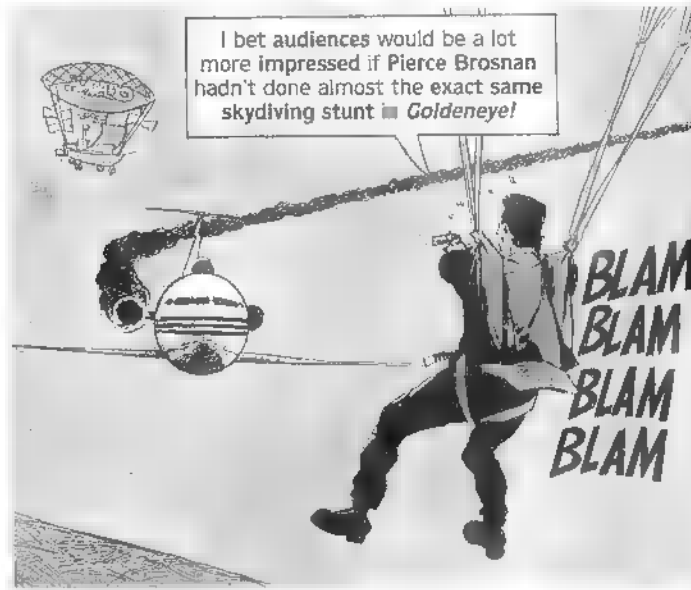
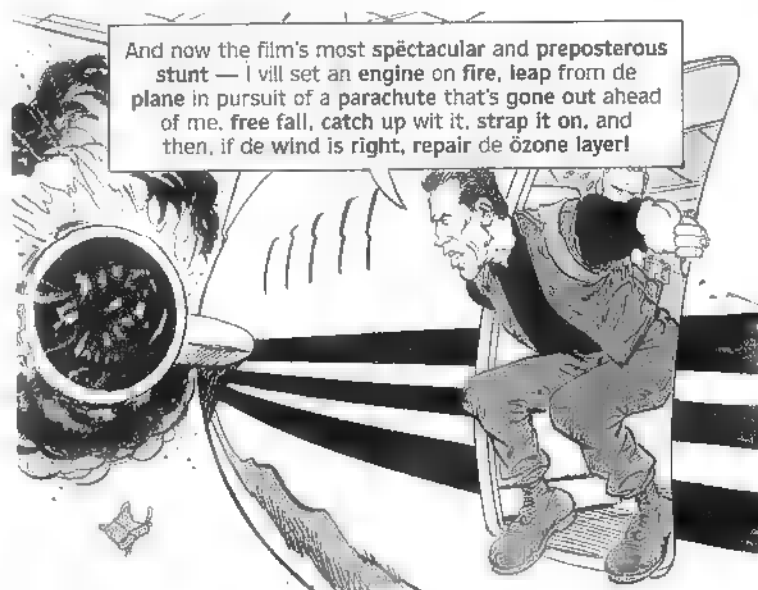


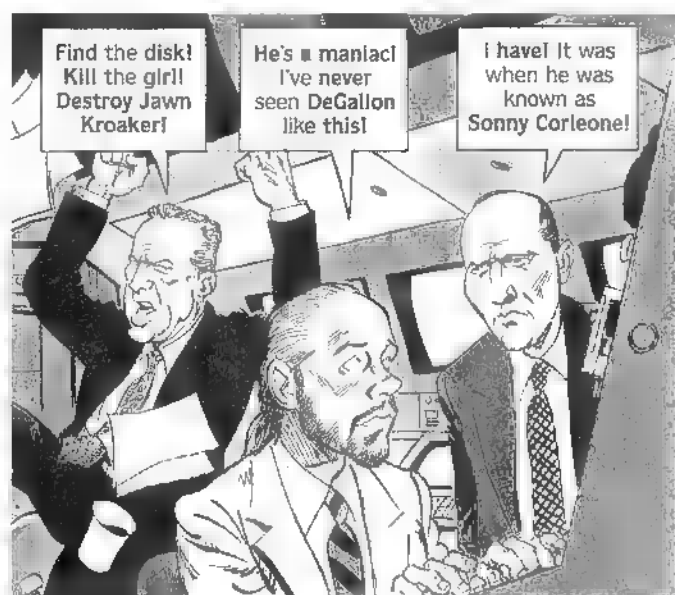
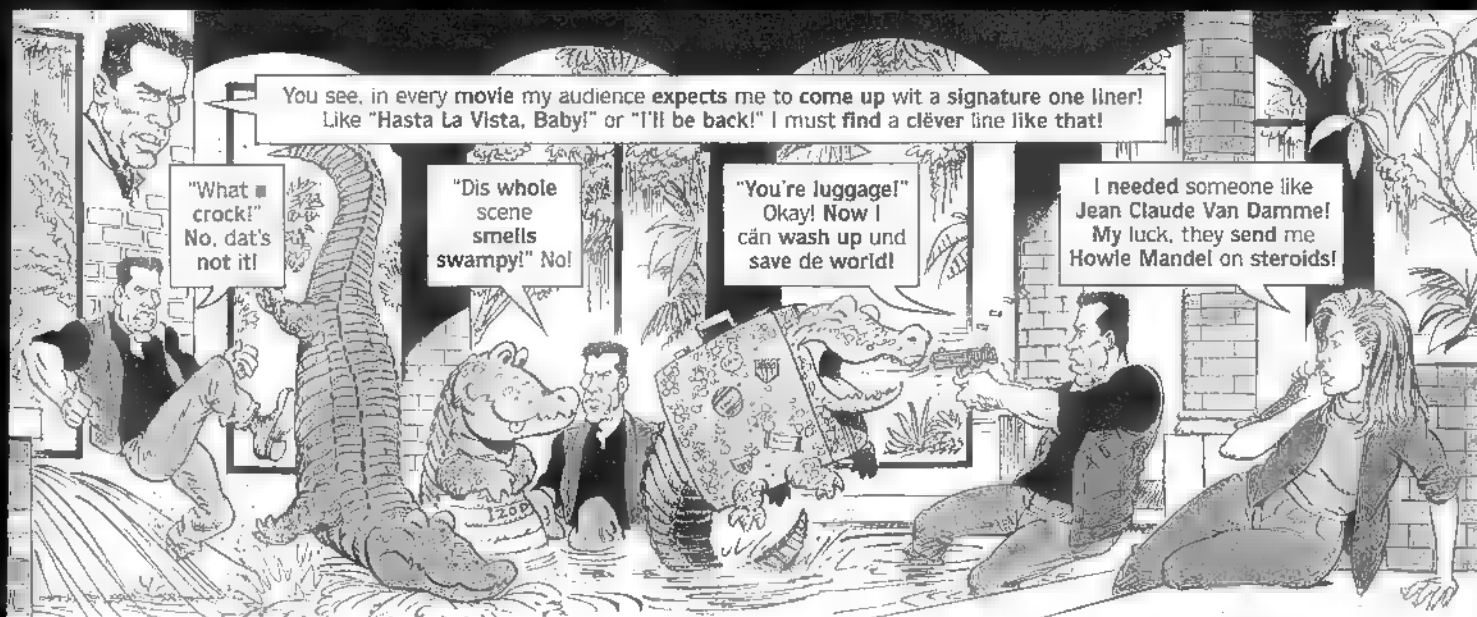
I will erase your past to protect your future! We will change your name, your identity and your location!

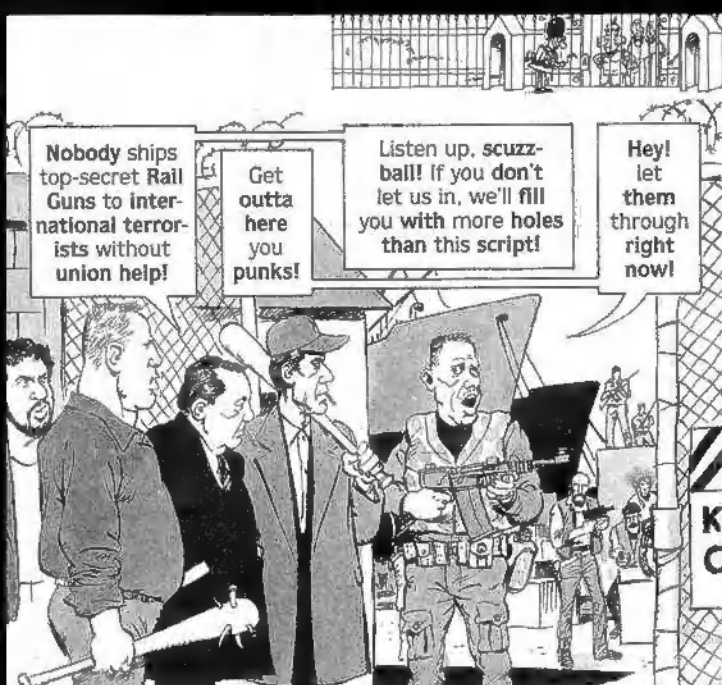
Trust me! We will hide you someplace where no one will find you!

Will I be safe?

Where's that?





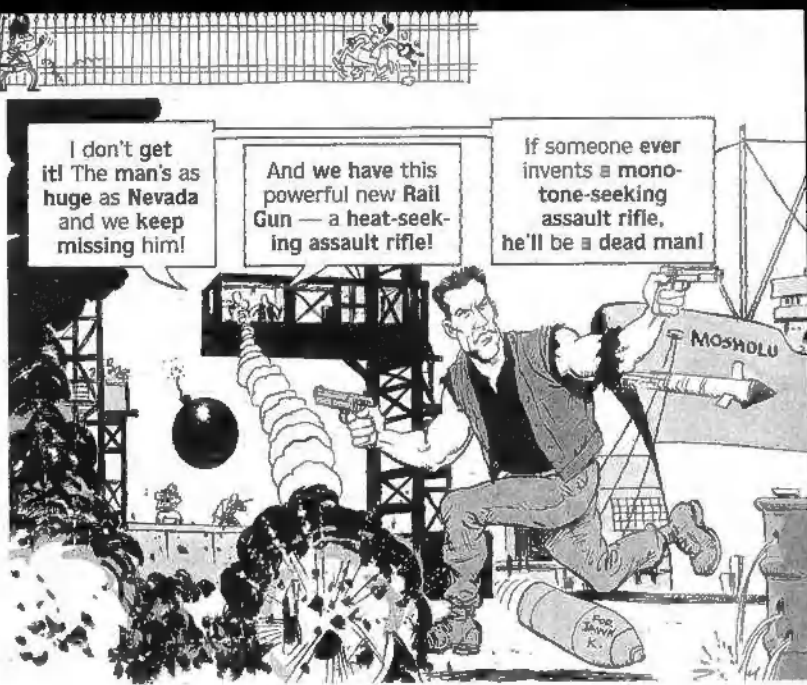


Nobody ships top-secret Rail Guns to international terrorists without union help!

Get outta here you punks!

Listen up, scuzzball! If you don't let us in, we'll fill you with more holes than this script!

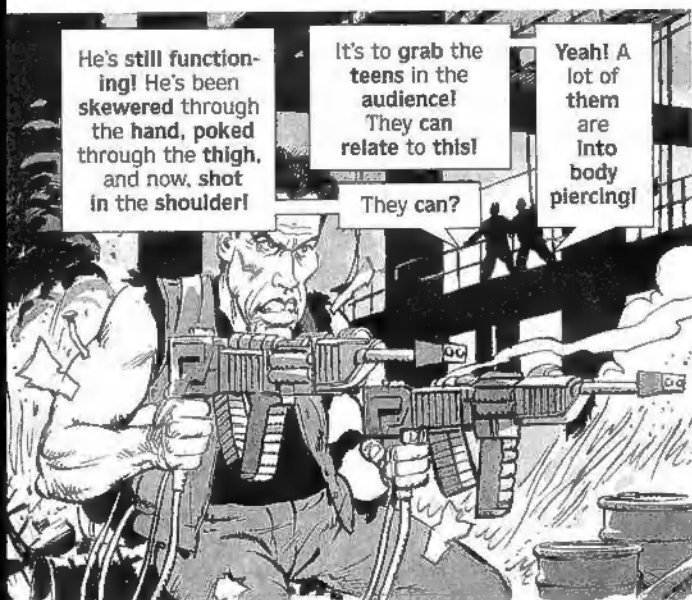
Hey! let them through right now!



I don't get it! The man's as huge as Nevada and we keep missing him!

And we have this powerful new Rail Gun — a heat-seeking assault rifle!

If someone ever invents a mono-tone-seeking assault rifle, he'll be a dead man!

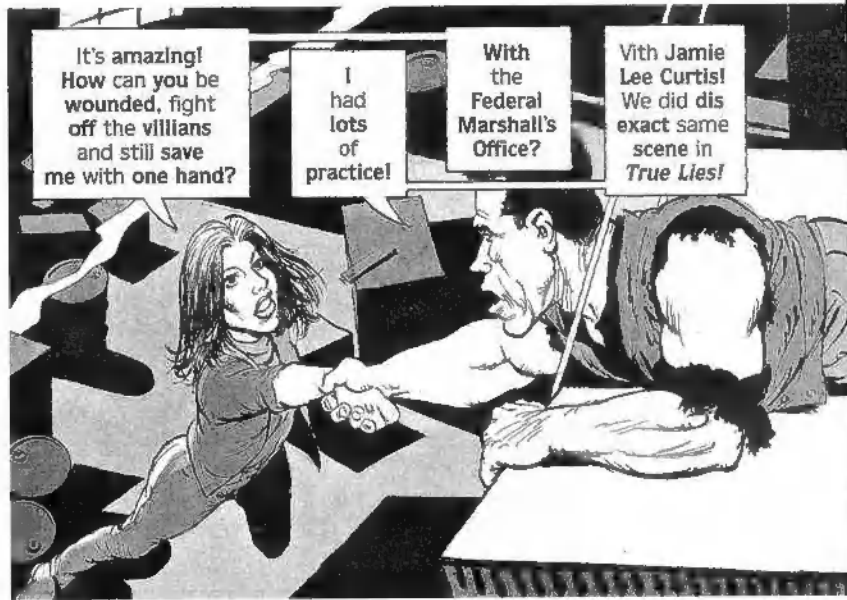


He's still functioning! He's been skewered through the hand, poked through the thigh, and now, shot in the shoulder!

It's to grab the teens in the audience! They can relate to this!

They can?

Yeah! A lot of them are into body piercing!



It's amazing! How can you be wounded, fight off the villains and still save me with one hand?

I had lots of practice!

With the Federal Marshall's Office?

Vith Jamie Lee Curtis! We did dis exact same scene in *True Lies*!



Congratulations, Jawn! You did it again! Successfully protected your witness while piling up corpses at an incredible rate!

My job here is finished!

Not so fast! As long as you're erasing, I order you to erase my performance in *Hudson Hawk*!

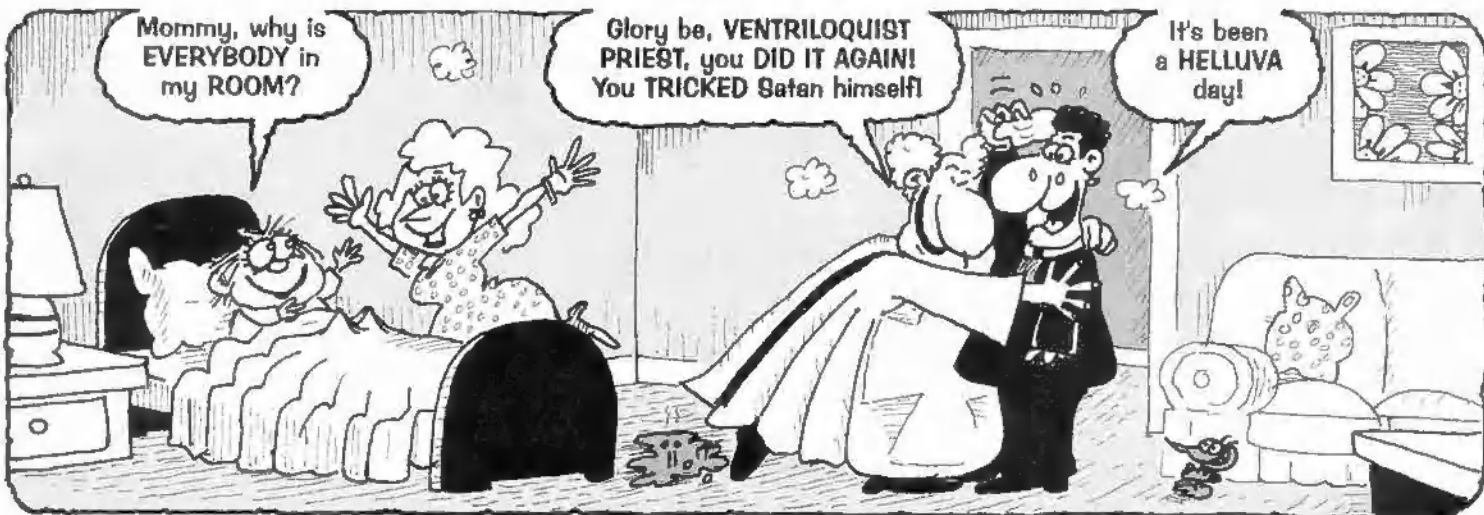
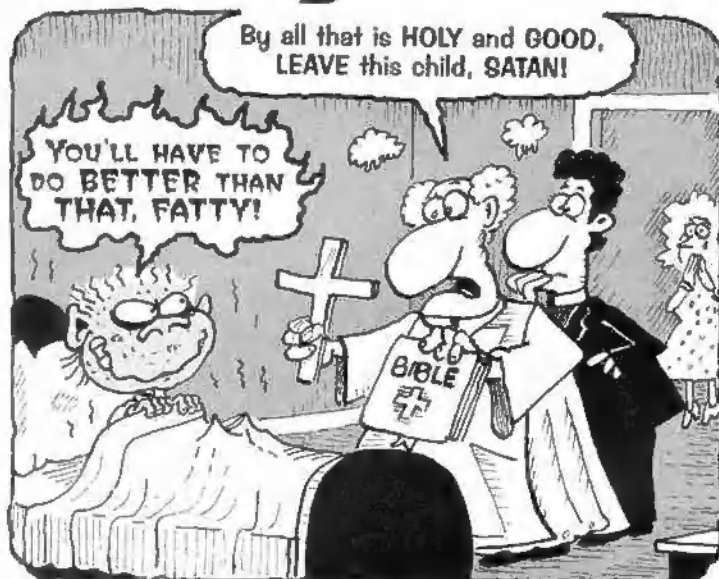
And wipe out any trace of me in *For The Boys*!

Erase that porno spread I did that ran in *Penthouse*!



Wait your turn! First...I must erase *Junior* und *Last Action Hero*!

THE EXQUISITE EXORCISM EXPERIENCE



**WHAT PROPOSED
MERGER IS THE
FEDERAL
GOVERNMENT
MOVING QUICKLY
TO BLOCK?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

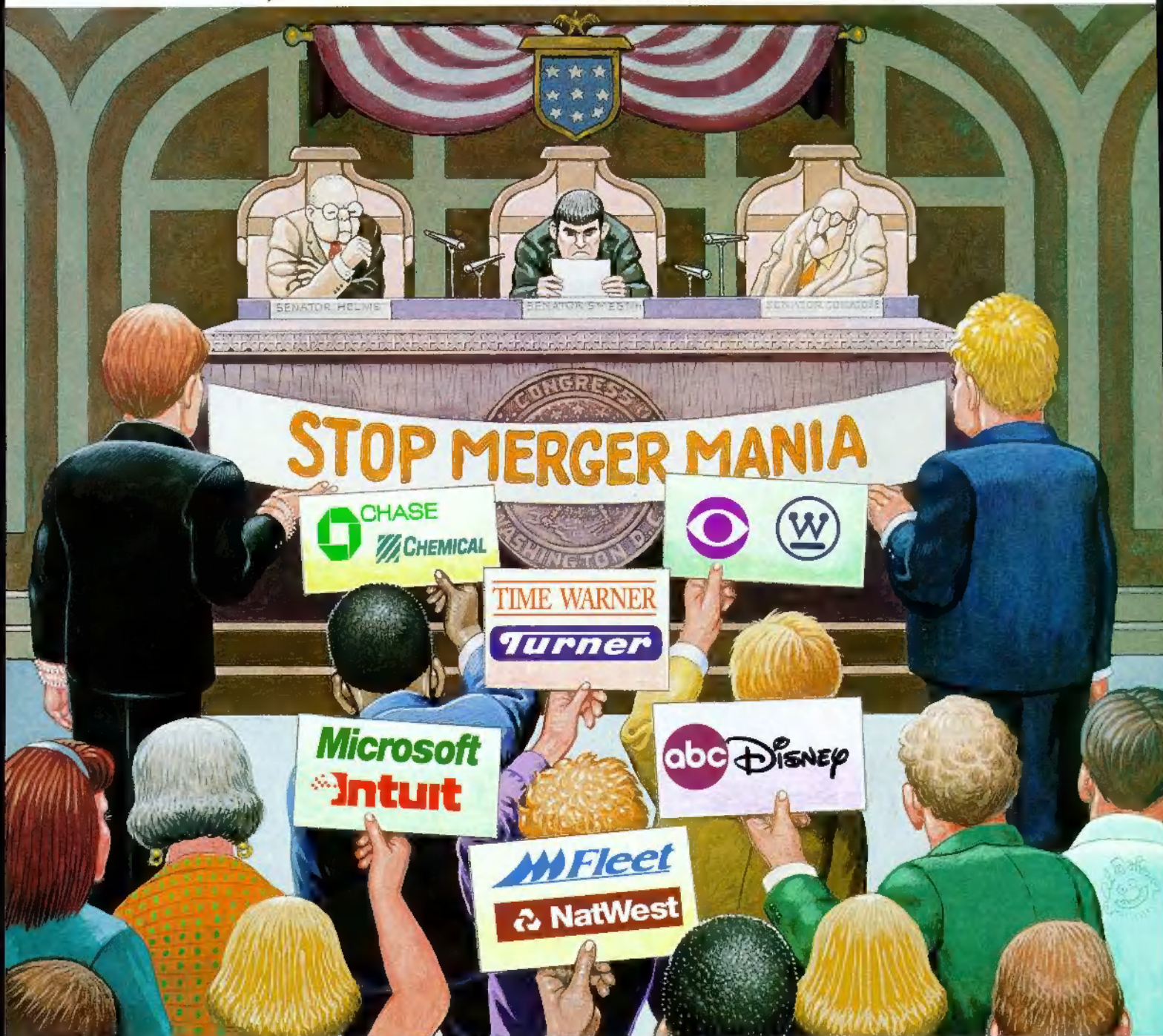
The latest trend in business is to form mega-conglomerates by merging one company with another. This creates a corporate synergy that is praised in Washington D.C. But there is one type of merger that the government is steadfast in its opposition. To find out what it is, simply fold page in as shown.

FOLD THIS SECTION OVER LEFT



FOLD PAGE OVER LIKE THIS!

FOLD BACK SO "A" MEETS "B"



**SADLY, A DESIRE TO COMBINE CAN CREATE SOME
SERIOUS PROBLEMS. LAWMAKERS WILL NOT FIX
MARGINALLY SENSIBLE RULES EVEN IF A MISCARRIAGE
OF JUSTICE RESULTS IN MANY INSTANCES**

ARTIST &
WRITER:
AL JAFFEE

A ▶

◀ B



IF NORMAN ROCKWELL DEPICTED THE 90'S
"LAST PARKING SPACE AT THE MALL"